

VOGUE



FABRICS
•
FASHIONS
FOR SCHOOL
•
AUGUST 15, 1935
PRICE 35 CENTS

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V O



They're Stroock Camel Hair!

No clothes thrill you've ever had will equal your first camel hair coat in color . . . The name Stroock has always been a guide to the finest in camel hair, and now this famous maker gives you pure camel hair in gorgeous colors. The richness of them will delight you . . . being fine quality camel hair, they're a sound investment . . . adapted to year 'round wear, everywhere . . . giving warmth without excessive weight.

Young America is going back to college in coats of these gay, rich shades . . . The lengths, the lines, the pockets will intrigue you. **YOU WILL FIND THEM AT YOUR FAVORITE SHOP.** The registered number on the label is your guarantee of genuine Stroock Camel Hair. For further information, write to the maker, **GROSSMAN & SPIEGEL, INC. • 512 SEVENTH AVENUE, N. Y.**

AUGUST 15, 1935



IVAN DMITRI

Lord Chesterfield—an inspired wool suit and top-cape, dull black with velvet collar and buttons. The whole thrown unexpectedly into the spotlight by a jacket in vivid confetti tweed mixture. Typifying new-season suits of original Bergdorf Goodman design.



ON THE PLAZA • NEW YORK
**BERGDORF
GOODMAN**
5TH AVENUE AT 58TH STREET



ROTHMOOR COATS

Born for success...triumph...applause / with a heritage of bred-in-the-bone quality. The style on the left is No. 594 with Persian lamb and it's \$65; style 601, on the right with fox is \$85. At one fine store in each community.

Rothmoor Coats, 309 West Jackson Boulevard, Chicago

B. ALTMAN & CO.

a. McLeod plaid fringed skirt on bodice top, solid-color slip-on blouse, red, green, navy. Girls, 4 to 6 . . . 5.95; 7 to 12 . . . 6.95 matching Scotch tam 2.50

d. finely-striped, slip-on with collar. Plaited, bodice top skirt. Navy-and-gold, rust-and-yellow. Girls, 4 to 6 . . . 4.95; 7 to 10 . . . 5.95; boys suit to match, 2 to 5 . . . 3.95; matching toppers to every outfit, 85c and 95c

b. boy's suit with McLeod plaid slip-on, red, green, navy. Sizes, 2 to 5 4.95; matching Glengarry cap 2.50

c. solid-color pleated skirt, Tartan-stripe slip-on, navy-and-yellow, red-and-green. Girls, 4 to 6 . . . 4.95; 7 to 12 . . . 5.95; boy's suit to match, 3 to 5 3.95

the new fall Balta-knits are washable! . . .

and the bright and gallant colors of Tartan stripes and McLeod plaids make them fresher, gayer than ever before. You'll recognize this season's collection by the fine washable* zephyr yarns, the good fast colors, the excellent tailoring, and the attractive prices. Balta-knits are featured by Altman and nobody else. children's clothes—second floor
mail and phone orders filled—Murray Hill 2-7000

*passed the Procter & Gamble washing tests

*The only choice
you make
for Life*

LADY DIANA

LOUIS XIV

CRAFTSMAN

SYMPHONY

CASCADE

ARISTOCRAT

CANDLELIGHT

STERLING BY

Towle

... MAKERS OF

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WITH UNBROKEN CRAFT TRADITIONS

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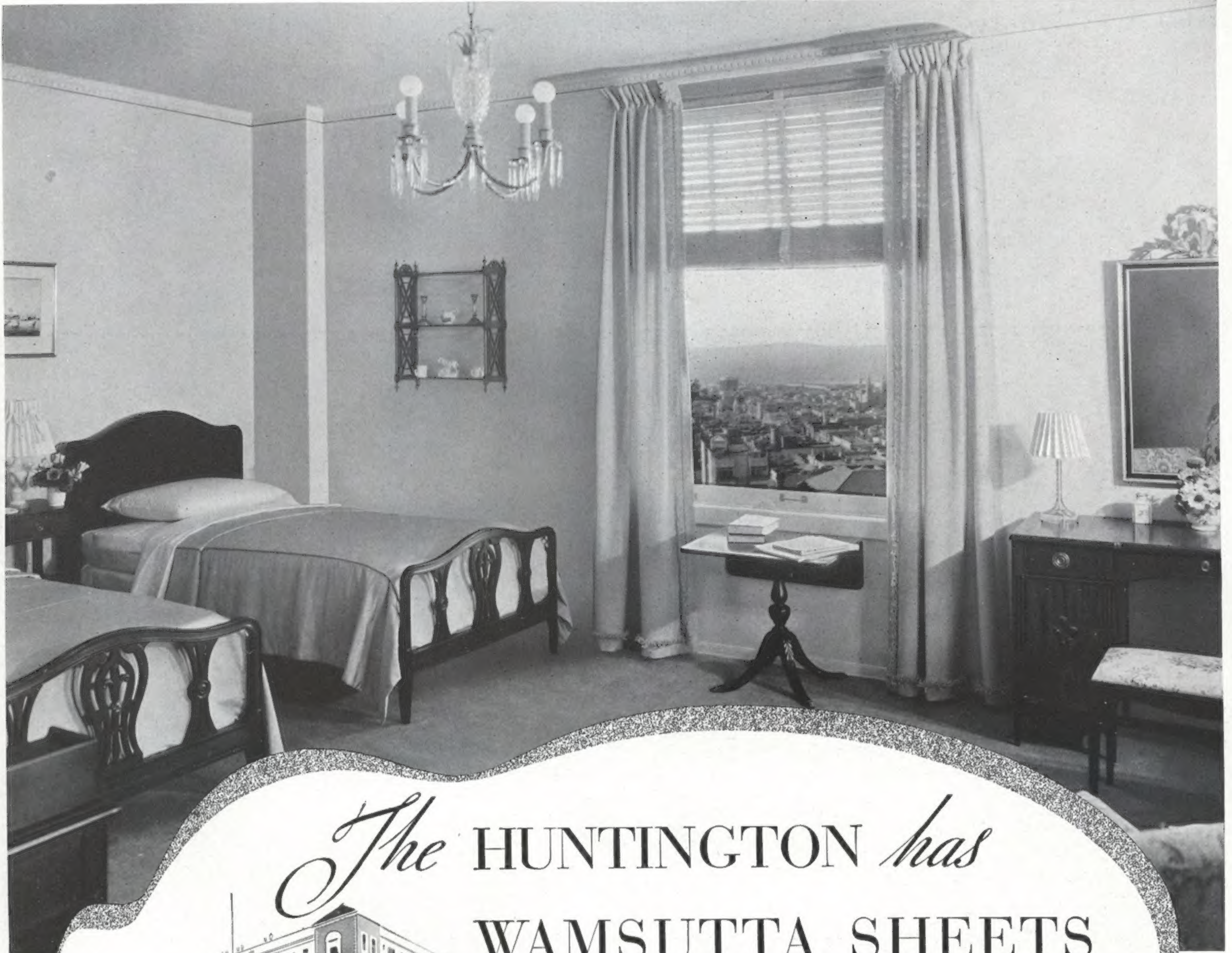
FREE—Pictures and prices of all TOWLE patterns with chart of engraving suggestions.
NEW BOOK FOR BRIDES—only 10 cents—"How to Plan Your Wedding and Your Silver"—tells what to do 3 months in advance, 2 months, 6 weeks, 3 weeks, last week, last day. Four pages for the groom. Emily Post and *Vogue* on sterling silver. Twenty-four fascinating pages. Very practical and a priceless record.



THE TOWLE SILVERSMITHS, NEWBURYPORT, MASS.
 Bride's Personal Service—Dept. K-8

☐ Please send me free folders, etc., especially on the _____ pattern.
☐ I enclose 10 cents for your new book, "How to Plan Your Wedding."

Name, Street, City, State _____



The HUNTINGTON *has*
WAMSUTTA SHEETS
- as you would expect



THE HUNTINGTON
APARTMENT HOTEL
ON NOB HILL, SAN FRANCISCO

PEOPLE who know The Huntington in San Francisco think of it more as a magnificently appointed private residence than as a hotel. To find Wamsutta sheets on the beds seems as natural as though you were visiting in the great house of some friend who has taken pride in furnishing the finest of everything for his guests.

The Huntington is but one of many of the better American hotels where Wamsutta is replacing sheets and

pillow cases that no one would ever write home about.

For now, with the new EQUI-TENSION weave strengthening Wamsutta *Supercalc*, hotels and housewives from coast to coast are beginning to realize that there is no other way to provide so much luxurious comfort — with such dependable assurance of long wear.

WAMSUTTA MILLS Since 1846 NEW BEDFORD, MASS.
The Finest of Cottons

WAMSUTTA *Supercalc* SHEETS
REG. U. S. PAT. OFF.

DIANA by MATRIX . . . A graceful T-strap keyed to the afternoon costume by its delicacy of design. Dressmaker detail of stitched fabric is effectively applied. In Black Ebony Kid, Indies Brown Kid, Black Crepe Faille or Black Suede.

Schooled to Fashion

ABBEY by COLLEGEARED . . . Kiltie tongue oxford with small new corded vamp. The long kiltie tongue conceals elastic gore that insures snug fit. The brogue sole with duo-tone welt is heavy, yet flexible. In Dark Brown Bucko Calf, unlined.

Matrix



Collegebred

CREATED  BY REED



Ready to step into the activities of the smart young campus set, these Matrix and Collegebred Shoes forecast the trend for Fall. Each pair brings you an exclusive smartness based on the idea of "your footprint in leather." This patented sole, present in every model, is molded exactly to the lines and curves of your foot. It follows the natural, delicate outlines so perfectly that complete comfort and firm support are assured. It gives Matrix and Collegebred Shoes the exact fitting qualities unattainable in ordinary shoes. This glovelike fit means trimmer appearance and accentuates smart design. Choose Matrix or Collegebred Shoes—and walk in comfort and beauty, right from the start.

Collegebred Shoes at \$7.75 and up. Matrix Shoes at \$9.00 and up. E. P. Reed & Company, Rochester, N. Y. Matrix and Collegebred Style Studio, 47 West 34th St., New York.



FORBATH & REJANE

OUR AUTUMN BRIDE

Henri Bendel INC.

10 WEST 57TH STREET-NEW YORK

KOALA



Virtually two fabrics in one, KOALA has the front of a dull mat crepe . . . with a back like uncut velvet, which rests against the skin with incredible softness, and gives even the simplest dress the beautifully draped lines of the most elaborate *robe de style*. For cocktail dresses, for day dresses, for evening dresses, in the new Fall shades . . . a definitely new fabric of the first importance, destined for a major vogue . . . woven, of course, by Stehli. The dress illustrated may be purchased at

I. MAGNIN & CO., SAN FRANCISCO

© 1935, BY STEHLI SILKS CORP., 1372 BROADWAY, NEW YORK; LONDON; PARIS; ZURICH

Stehli Silks

I. MAGNIN & CO.
CALIFORNIA — SEATTLE



CREATED BY *Hattie Carnegie*

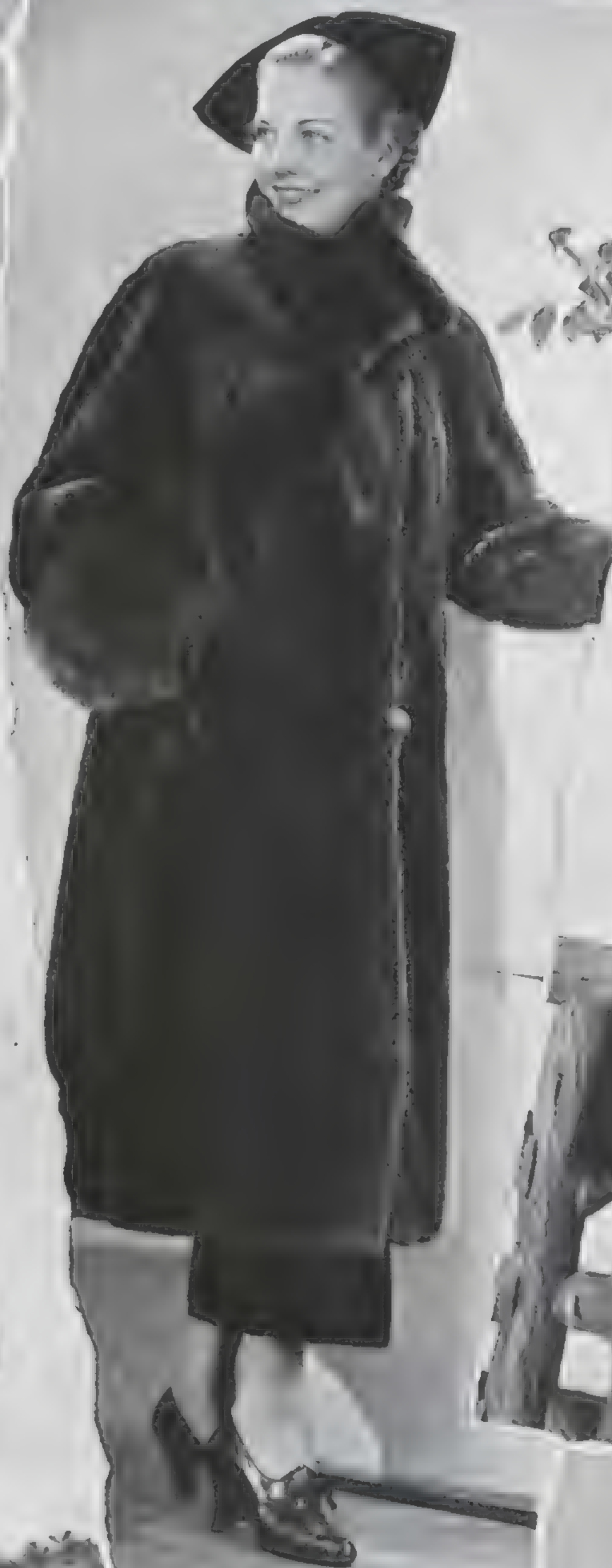
Carolyn

NAMES MENDOZA BEAVER-DYED CONEY AS THE NEW FUR FASHION LEADER

★ With sure fashion judgment, Carolyn singles out Mendoza beaver-dyed coney...because Paris has put its own approval upon beaver types...because there's nothing more flattering to you than these rich brown tones. Mendoza beaver-dyed coney will wear you well. It's guaranteed for color. The name Mendoza is the same thing to furs that the name Carolyn is to fashion.



79.50



79.50



69.50

WING COLLAR swagger with pouch sleeves, novelty wool lining. Tuck in scarf. 11 to 19; 12 to 20.

COMMA COLLAR pausing for emphasis, upon a button-over swagger. Turbin daytime coat. 14 to 20.

THE STROLLER for all around wear, with four pockets that zip open and shut. 11 to 19, 12 to 20.

Carolyn

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 Baton Rouge, La. Dalton Co.
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Cincinnati, Ohio Mabley & Carew
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 Washington, D. C. The Hecht Co.
 Waterbury, Conn. Worth's
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College Credits



- Get credit for autumn smartness in Kayser's new gloves. Made in U.S.A.—Illus. Kay-Bar* No. 936—1.00



- For dormitory dreaming wear dainty Kayserette* Sleepers. So practical . . . so comfy! Washable—and only 2.00.



- Dashing to class . . . or at the fraternity dance . . . wear Mir-O-Kleer† Stockings. Flatteringly sheer and flawlessly clear! 79c up.

KAYSER

AT SMART SHOPS THE COUNTRY OVER



*TRADE MARK
†TRADE MARK U. S. PAT. NO. 1,969,307

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Royal Robes

The *Only* ROBE
 with the COROGRAM
 Snap-in Initial Button

It has personality plus, this smart new robe . . . for it wears its initials a brand new way! They're snapped into the stunning big disc button while you wait! Takes just a minute, but they're there to stay! The Royal Robe quality is evident in the famous Juilliard all wool flannel, sponged and shrunk . . . in the generous ankle-length cut and splendid tailoring. Two-way collar and easy raglan sleeves. Grand for home, lounging and travel. And indispensable for the college trunk.

COLORS: Navy, Dubonnet, King Blue, French Blue, Aqua, Persian Rose, Wildfire, Raspberry, Lilac.

ROYAL ROBES, INC.
1350 BROADWAY, N.Y.C.

SOME SHOPS pay a lot of attention to the quality of felt they give you. What's the use of a hat that withers in the first shower? What's the good of a saucy tilt if the tilt goes out in a week? Out of the smartest hat boxes in America come hats of Mallory Fur Felts because the smartest shops and the smartest customers know the enduring, lasting qualities of Mallory texture felts!

Reading from top to bottom, the seven smart hat boxes are—MARSHALL FIELD & CO. • I. MAGNIN & CO. • NEUSTETER'S • JULIUS GARFINCKEL & CO. • J. L. HUDSON CO. • JOSEPH HORNE CO. • PECK & PECK

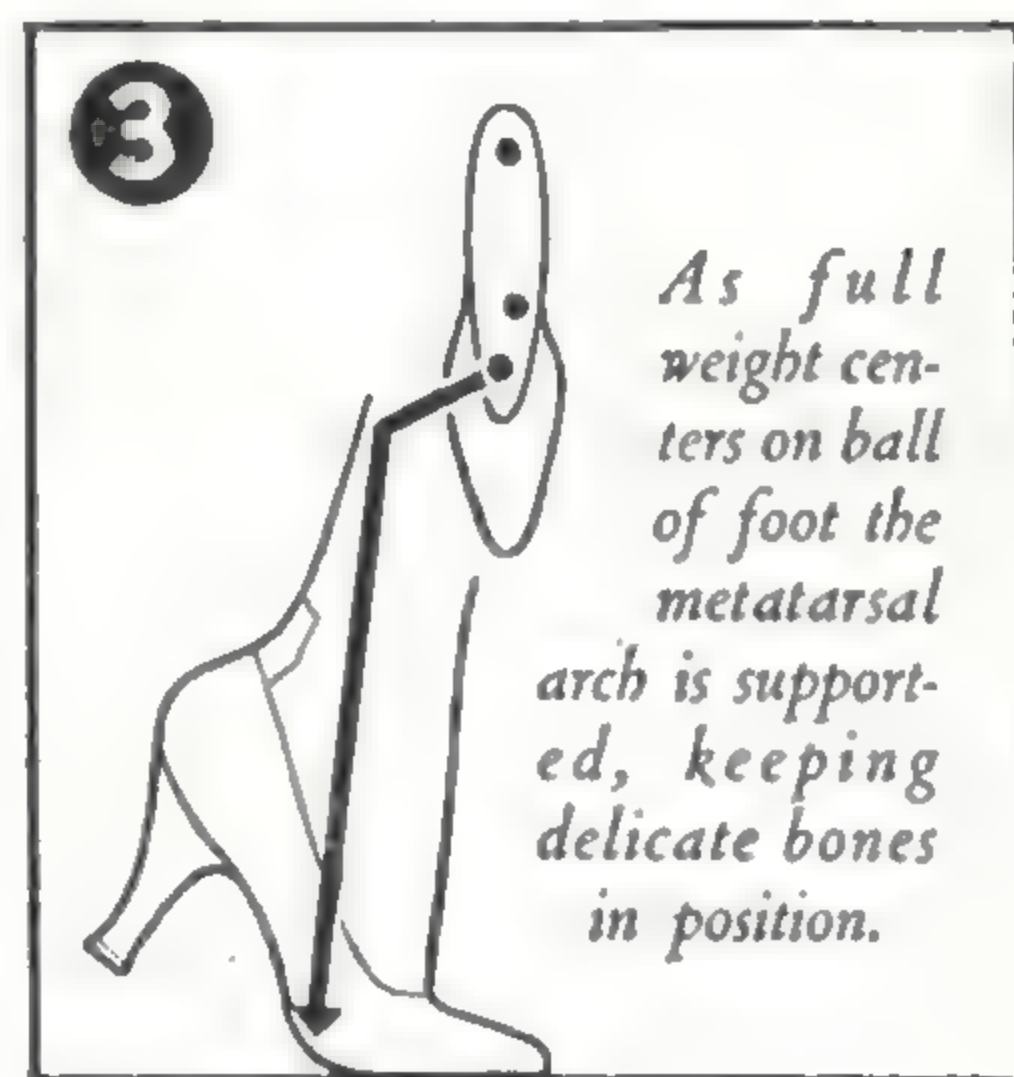
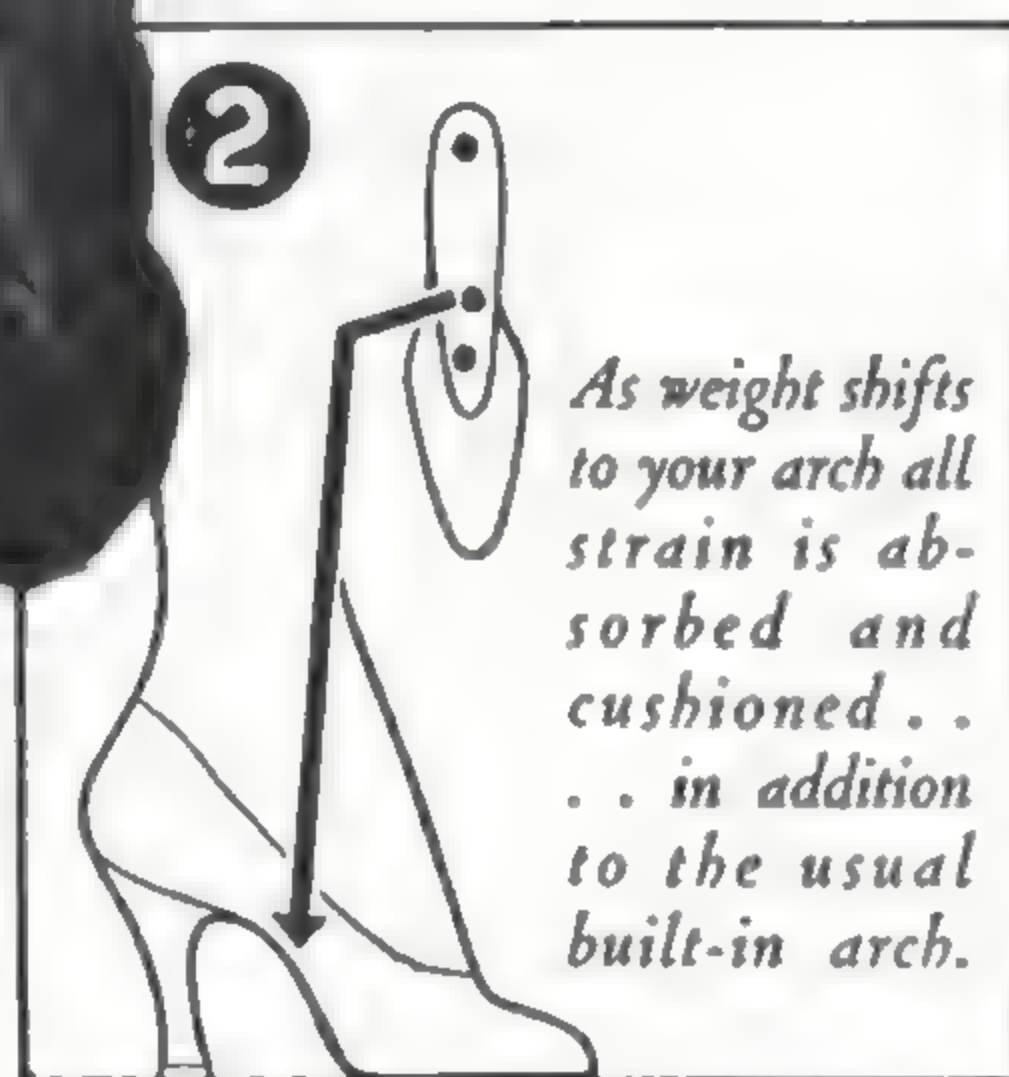
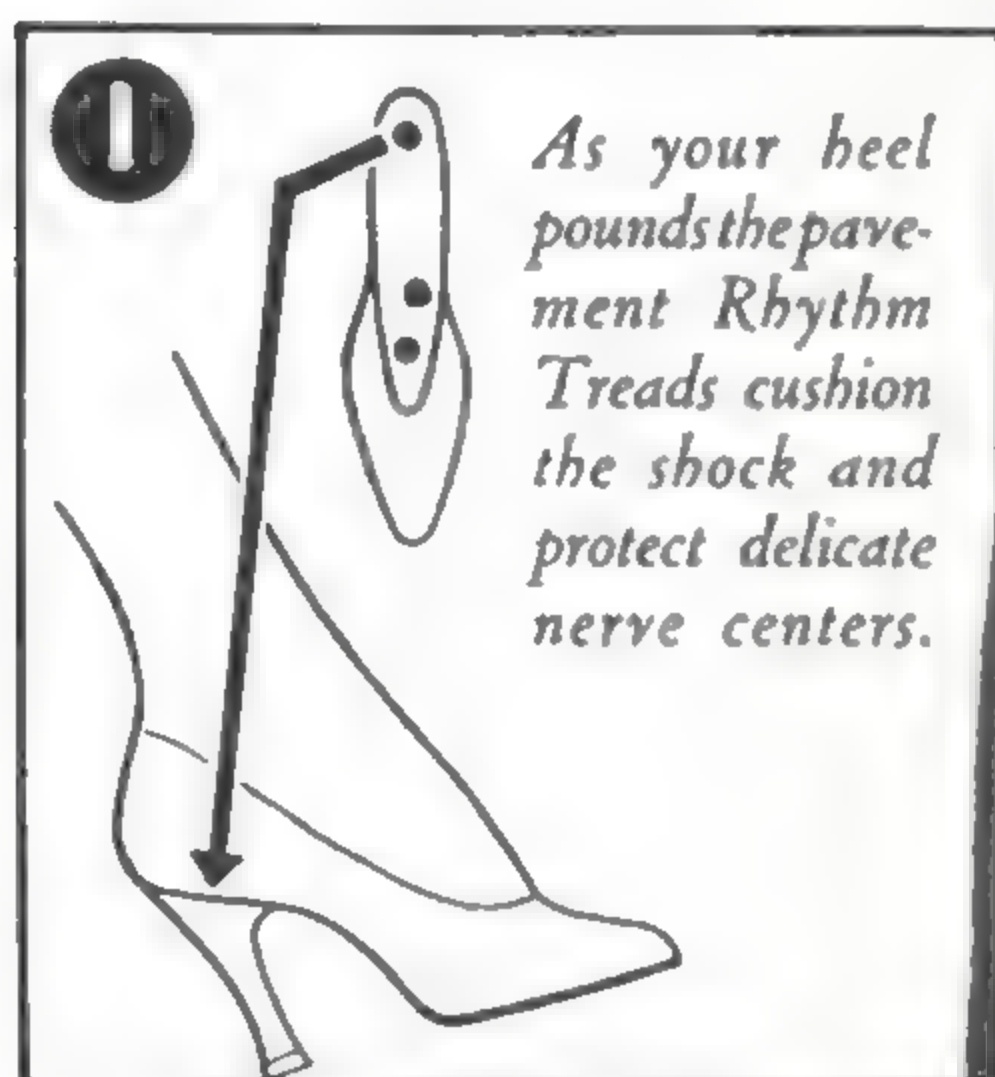


MALLORY fur felts



IT'S A NEW
SENSATION!
SO AMAZINGLY LIGHT!
SO BUOYANT!

See how invisible Rhythm
Treads support the foot
at 3 strain points in
every stride



*"Your Rhythm Step Styling is the
Smartest I Have Ever Seen!"*

...SAYS LOVELY DANCING STAR

YOUNG, gay and sparkling with smartness, you can trust Miss Stone to pick shoes for their style! And here's what she says: "It's the first time I've ever seen a trim, light, really stylish shoe with comfort features. It's hard to believe such dainty shoes actually are health shoes." Give the credit to invisible Rhythm Treads, Miss Stone—a revolutionary principle that makes it possible, for the first time, to put real comfort features into lovely style shoes without sacrificing a bit of their grace.

The exclusive Rhythm Treads buoy up your foot at three additional points, instead of merely bracing the main arch. They so scientifically tread your step and cradle your foot that Rhythm Step shoes keep their dainty shape and provide perfect support for all arches—instead of just one! With this entirely new invention there is no need for thick leathers, weighty construction, blocky heels and heavy shanks to ease the strain of body weight. It means extra support at no extra cost—in shoes so fashion-right and lovely they won smart young Paula Stone instantly. See them now—at smart stores everywhere!



Juliette



Marsella



Sankri

\$6⁵⁰

Slightly Higher
West of the
Rockies

Paula Stone

Famous Dancing Daughter of Fred Stone

DEMONSTRATES THE Rhythm Step

An Utterly New Kind of
Style Shoe With 3 Extra
Health Features



JOHNSON, STEPHENS & SHINKLE SHOE CO., ST. LOUIS, MO.
Makers of Fashion Plate Shoes
Recognized Style Leaders for Over 20 Years

B. ALTMAN & CO.

Cellulose Rayons

Touch of Velvet

Jewel Clipped Choker

Mole dyed to match

Frost Flecked
the new Capello crepe
in Du Pont Rayon

EASY TO WEAR—EASY TO FIND. Your best shop is showing all four to give you a young picture of what's new for autumn. Skirts refreshingly shorter and flaring low—new tricks in sleeves—necklines that do things! And news of news, this important and original weave in Du Pont Spun Rayon. Capello Crepe by Wahnetah has a frost-flecked surface and a satin back. Wear it in the new Renaissance colors or black. Sizes 12 to 20.

Fifth Avenue, New York • East Orange • White Plains

DUPONT RAYON

FOR AUTUMN . . .

Jacqueline
MODES *Designed by Wohl*

Jacqueline Modes . . . a name of distinction in footwear . . . a name that is your assurance of finest Beauty, Quality and Styling. For Autumn . . . Jacqueline Modes.



\$6 to \$7.50 EVERYWHERE • WOHL SHOE COMPANY • SAINT LOUIS



PASSED BY "THE COLLEGE BOARD"

Mellocel-Sleek Undies of Celanese*

are Unanimously Elected for Back-to-School Wardrobes

Mellocel Undies meet the entrance requirements set for school undies by "The College Board,"—five chic young undergrads and recent grads wise in college fashion ways. "Your school underpinnings won't lead a pampered life" says Win Mackey. "They've got to be sturdy and long-suffering, as well as smart. These Mellocel undies solve everything for you."

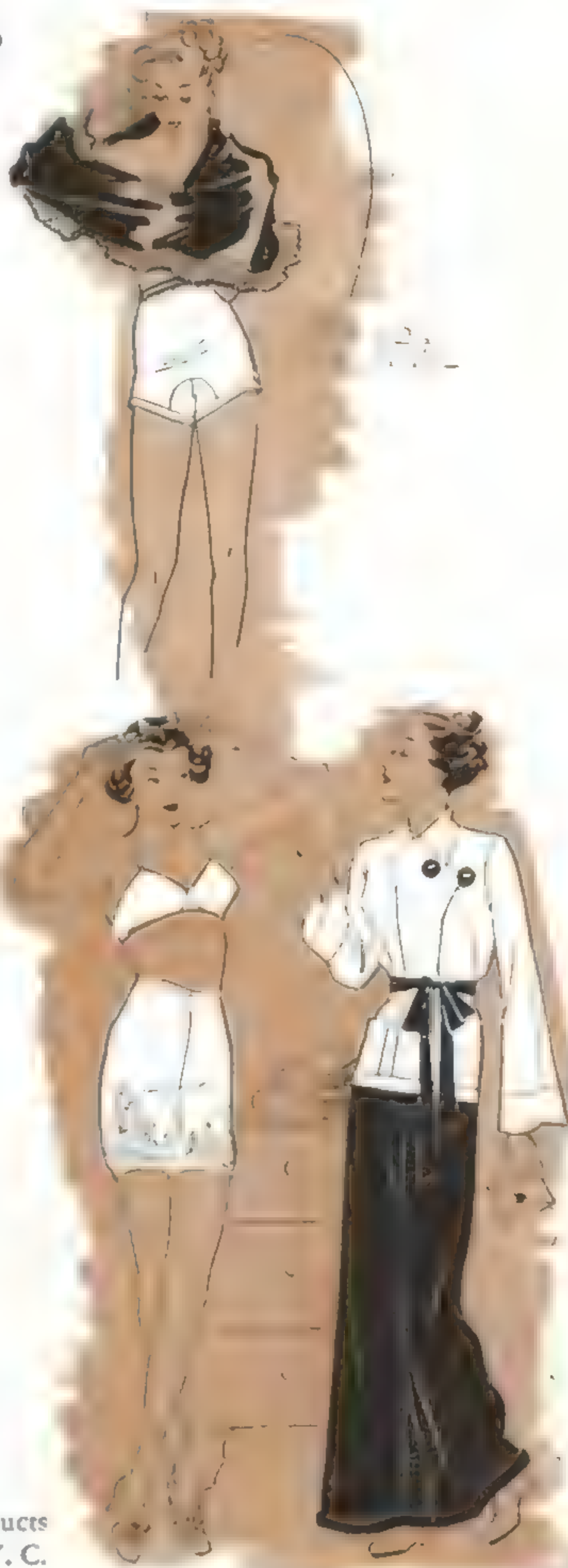
For classroom wear, the vote goes to Mellocel panties. "Dressing time: two minutes. You hop into them while the breakfast gong is ringing," declares Frances Foley. "You rinse them out in a jiffy at bedtime—they don't need to be ironed."



For gym and sportswear, brief Mellocel panties are practically regulation. "Perfect because they're cool and comfy, and perspiration won't injure them," is Jean Post's comment.

"Your so-called leisure life, such as boning for exams, would be much more bearable in Mellocel lounging pajamas" Regina Both chimes in. "They don't muss easily, and the colors are divine."

For proms and week-end tripping, lace-trimmed Celanese panties are simply wonderful, according to our Vassar authority. "They fit so snugly, and the flippery bit of lace makes you feel "femme fatale."



Back-to-School
Budget in

Mellocel Undies

Recommended by the
College Board

CLASSES CALL FOR:
Mellocel Panties

7 pairs at 50¢ 3.50

YOUR SPORTS CAREER:
Mellocel Briefs

6 pairs at 50¢ 3.00

TO RELAX IN:
Mellocel Lounging
Pajamas

2 pairs in different
colors at 5.00 10.00

FOR YOUR NIGHT LIFE:
Mellocel lace-
trimmed panties

4 pairs at 59¢ 2.36

*Grand
Total—* 18.86



DO YOU LET "foot-fag"
AFFECT YOUR PERSONALITY?

OF what avail the most careful coiffure, skillful facial, or correct ensemble, if, after all, you don't *feel* the part? And whether you know it or not, you are very liable to look the way your feet feel:—tired all over, because your feet are tired. Simply a case of "foot-fag" keeping you below par — robbing you of vitality needed to make your personality bloom with well-being. You (and the world, too) will wear a brighter face when you walk in the Charmed Circle of properly fitted Vitality shoes. They are made to make your foot feel at home—and styled to make you feel in the forefront of fashion. May we urge you to prove their Smartness, Fit, Vitality and Economy?

VITALITY SHOE COMPANY, ST. LOUIS

Division of International Shoe Co.

\$6.00 \$6.75
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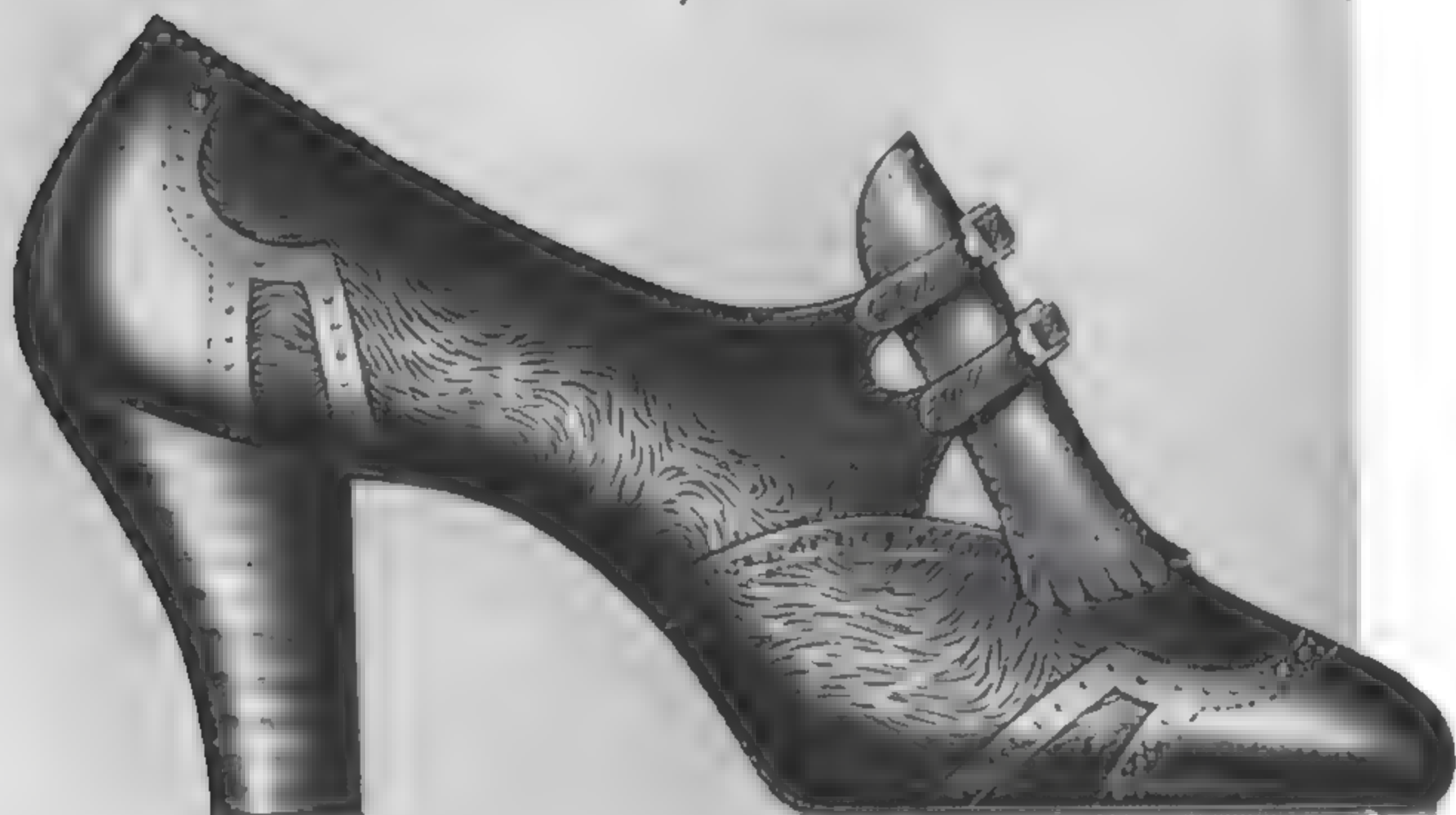
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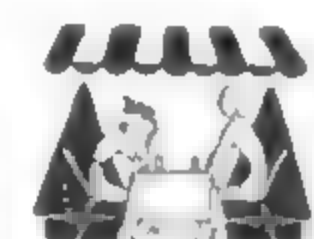
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Announcements of many representative schools are listed here for your consideration. Any inquiry addressed to these schools from a Vogue reader will receive the utmost attention. And, of course, Vogue's School Bureau will be glad to give you any special advice or information you may require. Write or call Miss Marian Courtney, Director, Room 1928, Graybar Building, 420 Lexington Avenue, New York City. Telephone: MOhawk 4-7500.

Carpies—Smithies—Aggies

Because so many parents requested that the Devereux Schools carry on their good work with maladjusted or emotionally unstable children further, the schools organized, a year ago, an extension for boys over sixteen years old. Glen Cairn Farm, Glen Moore, Pennsylvania, is now fully equipped and furnished. Boys who are not suited to a regular academic education will find here interesting work for their hands, healthful out-of-door activity, and careful consideration for their individual needs.

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(wrought-iron workers), and Aggies (farmers). Every one works some part of the day in all three departments, but longer in his chosen subject than in the other two. Of course, there are some academic periods, but all the mental work is correlated with vocational and farm life. Life at Glen Cairn is far from being all work, however. The boys live in a big, comfortable farmhouse, with a recreation room in the cellar and separate bedrooms on the second and third floors. Here the boys frequently entertain at dinner, and give parties and dances. Movies, community sings, and all sorts of sports contribute to make Glen Cairn Farm a happy, sociable community.

Between Camelback and Mummy

People who know about the Judson School for Boys will be glad to hear that there is to be a Judson School for Girls ... opening the first week in October. Although the school is close enough to Phoenix, Arizona, to accept day pupils from that city, its closest neighbours are those famous mountains, Camelback and Mummy. Each girl who lives at the school will have her own room with bath and—joy of joys—an open fireplace. (The building has steam-heat for really cold weather, of course.) Junior and Senior High School courses of study will be offered ... with this addition: the school believes that it is just as im-

GIRLS' SCHOOLS

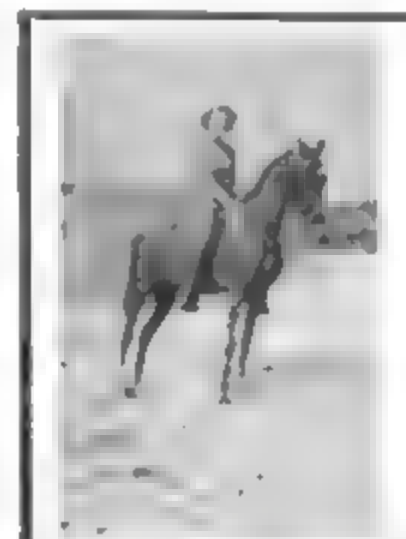
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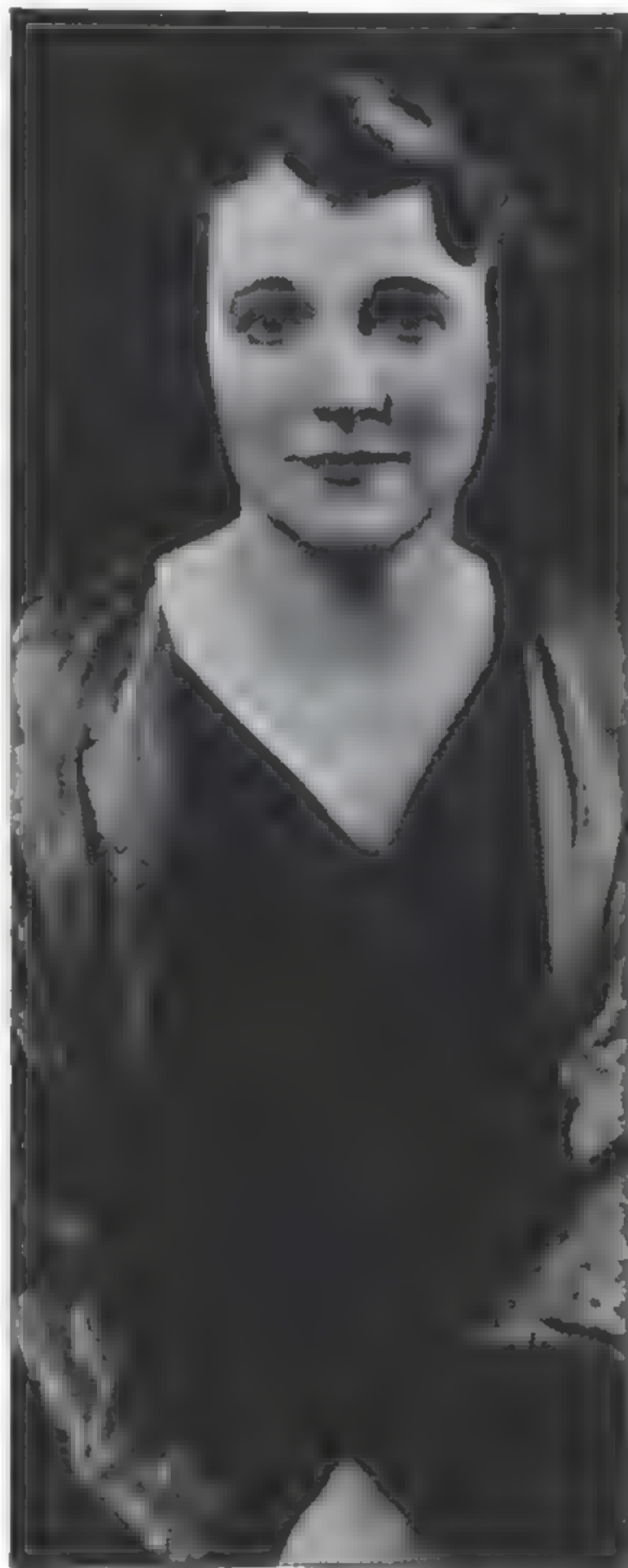
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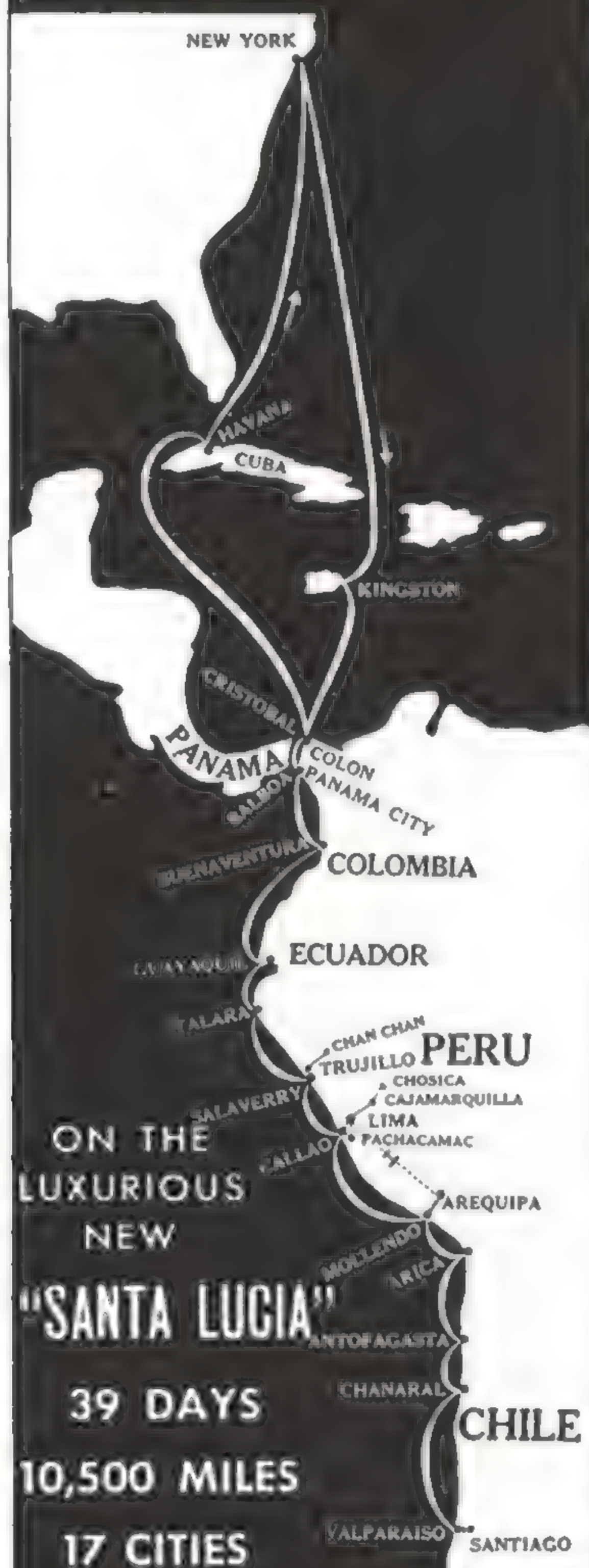
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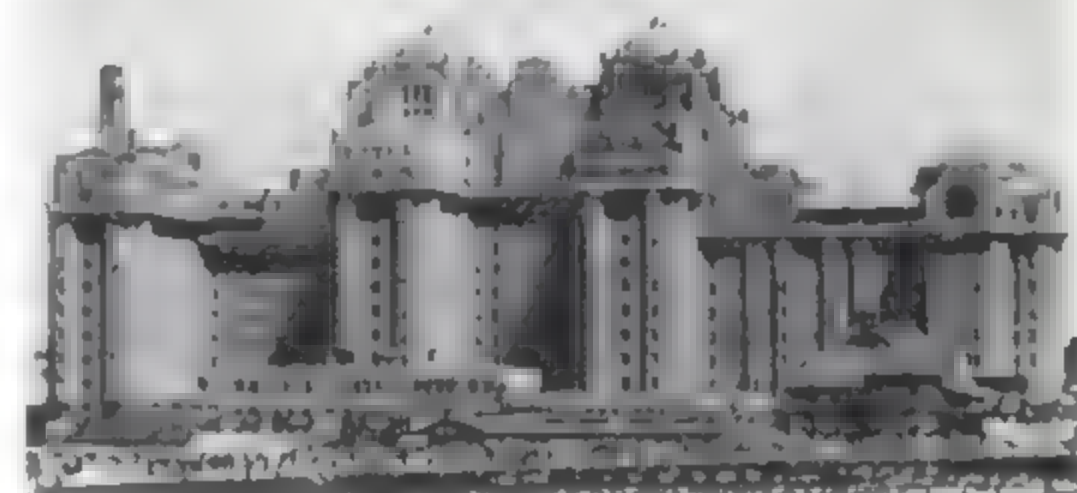
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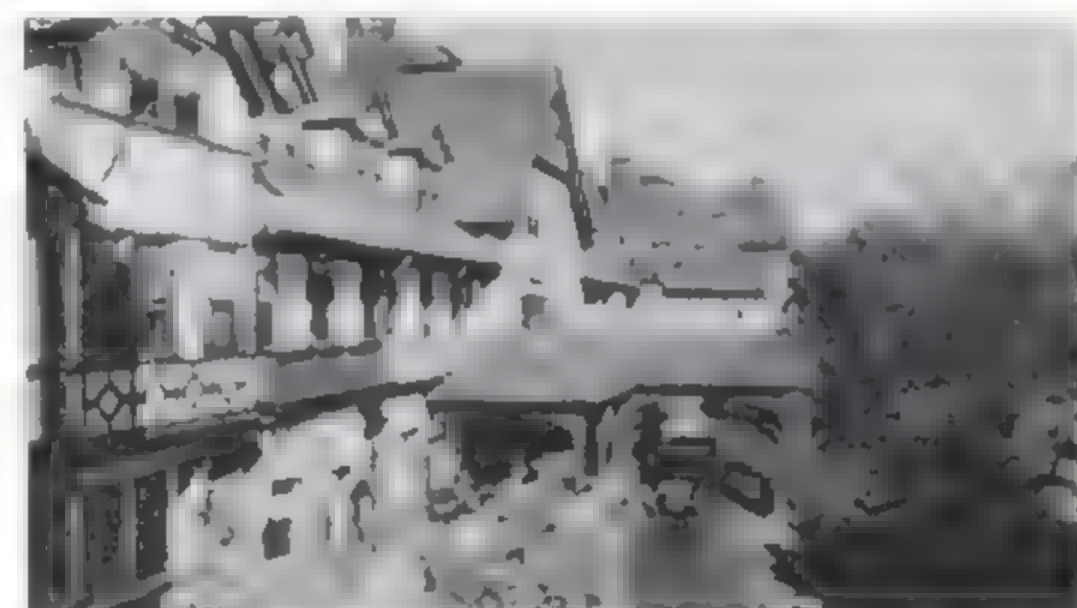
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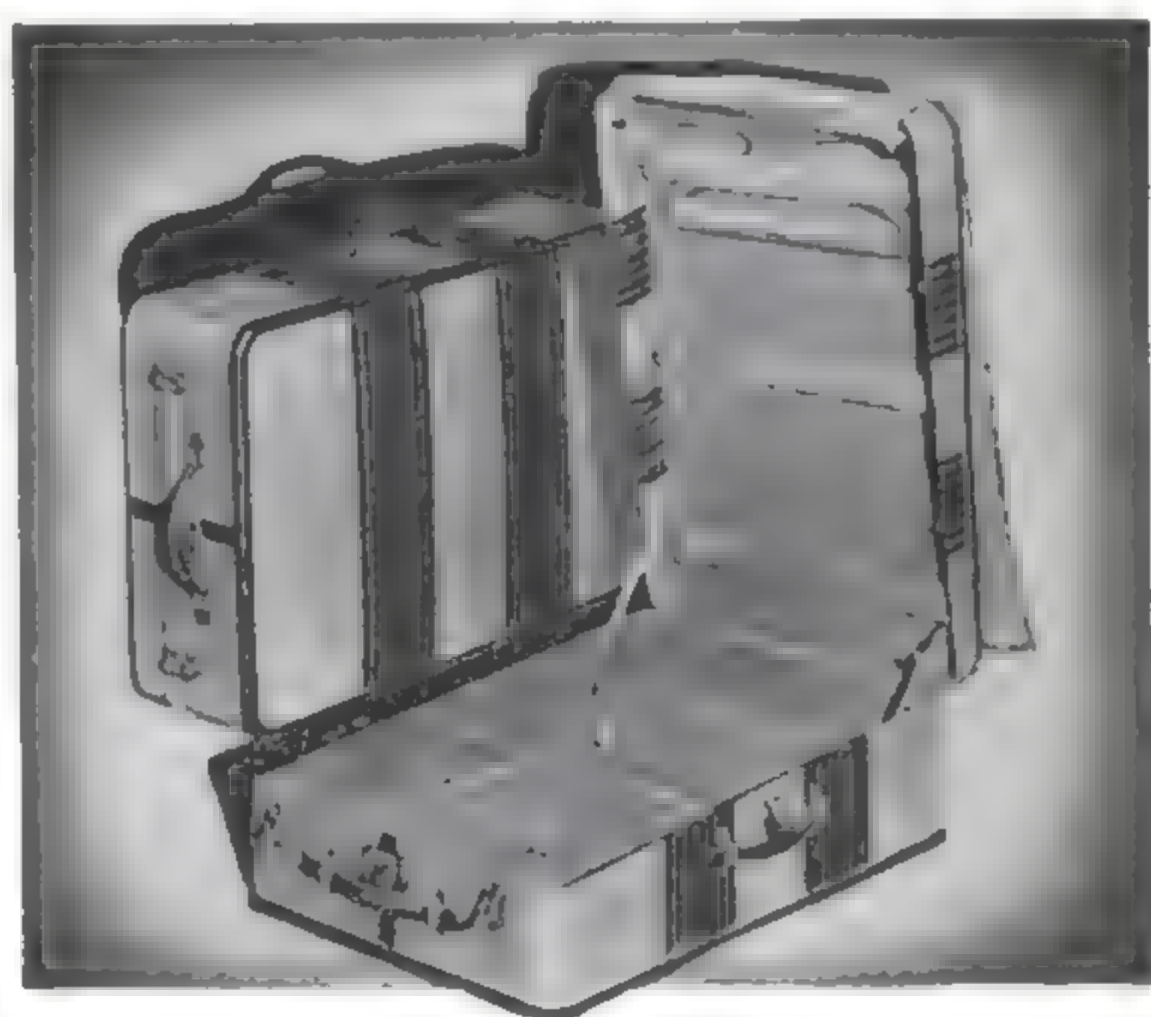


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Vogue Covers

City relief

• Torrid weather need hold no terrors for the lucky habitants of New York. Our buildings are air-cooled, our roofs are blown by stiff breezes, our trains are practically refrigerated! In the Park, we can be elegant at the Casino, or we can enjoy the simple pleasures of admiring the new Zoo, sampling the wares of the gaily parasoled cafeteria in the open air, or dancing outdoors at The Tavern-on-the-Green. If you chance to be in town on a Sunday, try brunch on the Tavern terrace after a morning canter. Or simply sit there at your ease and watch the energetic riders. Don't forget the free-as-air band concerts conducted by Edwin Franko Goldman. These are held in Central Park on Sundays, Wednesdays, and Fridays.

being done. But the simple custom of walking and talking on the floor seems to have lost some of its old-time mysterious allure. The girls seem prettier, more intelligent, and, perhaps because of the modern style of their clothes, more sophisticated and poised; the young men, their hair less crew-cut, now that Princeton's let out, less heathily boisterous. And, as a result, a very clear, genuine sense of fun prevails over the scene. At these two particular parties, entertainments of all sorts were to be found hidden in the garden behind high herbaceous borders and gay Japanese lanterns, very jazzy Negro orchestras to listen to and *not* to dance to—romantic-looking accordion players—fortune-tellers—and lively puppets.

Garden songs

• Fads that start in Long Island spread quicker there, probably, than anywhere else in the world. The latest one is that of having a loud-speaker from your radio-gramophone playing into the garden. It really is very romantic, even if a little Hollywood, to sit in the garden, swim in the pool, drink a cocktail, and, if the court's not too far away, play tennis, all to the crooning accompaniment of your favourite entertainer.

Deb parties



• In the last two weeks, I happen to have been to two debutante parties on Long Island, and I can happily say that they couldn't have been more fun. In the first place, hostesses seem at last to have realized that a good band is most essential to a successful party; up to a short while ago, the music of humanity on Long Island was still pretty sad; and then, instead of concentrating entirely on young boys and girls, there was a sprinkling, and quite a heavy one, of young "marrieds" and even older than that. Another thing that I noticed at these parties was that at last the dancing seems to have become a little civilized. Of course, there is still a lot of twisting, bending, and curving about

Notes for horse-lovers

• The races at Narragansett take place from August 7 to September 14. Aqueduct starts again on September 2, continuing until the 14th.

Polo enthusiasts can brush up on their game by taking a fortnight of coaching at White Mountain Polo Ranch, which is in Whitefield, New Hampshire. It's a glorious location

MY SIN

EXCLUSIVELY



C'est Paris—les parfums Lanvin reflecting the very tempo of springtime in gay Paris—Rumeur, Scandal, Arpège and Petales de Froisses.

C'est Paris—the low prices which prevail at Smiths', sole distributors in Bermuda for the Lanvin creations.

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BERMUDA
BOTH SIDES OF QUEEN STREET

the town

in the heart of the White Mountains.

At this season of the year, every one likes to motor off to the out-of-town horse-shows. There's one at Cohasset, August 15 to 17. If you can make the trip up to the Seignior Club in the province of Quebec between August 15 and 18, you can see a horse-show in surroundings that are a refreshing contrast to the usual world. East Hampton has a show on the 17th, and Newport has the May-a-Win Show scheduled for August 31 and September 1.

When you can take in a horse-show, and see children in the show-ring, and donate to a charity just by purchasing tickets, and enjoy a tea-dance afterward, that's a pretty attractive afternoon's entertainment. All of this is yours, if you drive out to the Nestledown Horse-Show, which will again be held this year at Mr. Bernard E. Smith's beautiful farm estate at Bedford Village, New York. The date will be Saturday, August 31, and the receipts will be given to the Westchester County Society for the Prevention of Cruelty to Children.

The attractive feature of this show is that all of the contestants are children not older than sixteen.

Cool terrace



• If you are looking for an airy spot where you can lunch or dine out-of-doors and still keep under cover, you needn't search far—no farther, in fact, than The Sulgrave. From early morning on, the terrace on the Park Avenue side catches the breeze, and the fountain tinkles pleasantly. The cuisine is good, the service likewise. There's never a bit of glare, for the protecting awning takes care of that, substituting grateful shade. For a little over a dollar, you may have a satisfying lunch. Dinner may be had at about a dollar and a half, or somewhat more, depending upon your choice from the tempting menu. No entertainment—just a pleasant atmosphere, very restful.

Let's be tourists

• People are always running on about what fun New York is in summer. As a matter of fact, it can be, and we've just discovered a new way to be amused though overheated. This is an invention called "Visitours," conceived by a group of knowing people who call themselves "The Host of Manhattan" (and with reason). They will provide you with a private automobile—unless you especially request an airplane—a guide, a chauffeur, and even an interpreter for any language you can think of, including the Arabic. There are several trips you can take with this equipment. You can "see" New York in luxury on an all-day tour,

lunch included, for about \$7 a person. On this tour, you end up in a burst of glory on the roof of the RCA Building. Or you can drive in a limousine to West Point, or Long Island, or even to the Longshore Country Club, at Westport, Connecticut. At Longshore, tennis or golf and swimming, plus a delicious lunch, are included in the day's program. If you want to see Manhattan night-life, these kind souls will show you everything from Harlem to Chinatown, from nine in the evening to midnight; at which time, if you should want to stop at a night-club, the tour director will tell you, in a paternal and reliable way, which are the safe ones.

While these tours are intended primarily for Visiting Firemen, there are vast numbers of native New Yorkers who have only the vaguest idea of the whereabouts of the Flatiron Building and who have never gone up the forearm of the Statue of Liberty. For these, there could be no better way to See Home First. And if, on some hot evening, you should want to entertain a group of congenial souls, try taking them out on a cool, comfortable, and entirely unexpected sightseeing trip—and don't forget the Guide. "Visitours" can be reached at Circle 7-1223, and are a fund of information on New York shops, hotels, and amusements, even if you don't want to take a ride.

Art notes



• Contemporary Arts, 41 West Fifty-Fourth Street, is keeping right on through the summer with its showings of moderately priced work—the avowed intention being to encourage people to begin collecting. To this end, pictures may be bought on the convenient instalment plan. The current exhibit is entitled "Small Paintings for Young Collectors"—young being understood, in this case, to signify "new." Some charming water-colours and black-and-whites are included in the show, which continues through August.

Other current exhibitions in town:

Until August 31. Oils, water-colours, and prints; Macbeth Gallery.

Until September 1. Contemporary master etchings and antique jades and porcelains; Guy E. Mayer Gallery.

Until September 2. Group exhibition of sculpture; Brooklyn Museum.

Until September 6. Work by Margit Varga; Theodore A. Kohn and Son.

Until October 1. Summer exhibition of the National Association of Women Painters and Sculptors; Argent Galleries.

Until October 4. Work by Paul Busch and Jeffrey King Levey; Theodore A. Kohn and Son.

"FLANEUSE"



The Scotch Highlands inspires this Hat for Fall—equally good for Town and Country

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is a
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at 52nd Street, New York

Some like it

COLD



JELLIED consommé, full bodied and rich in flavor, now becomes quite the easiest thing in the world to serve. The new ready-to-serve Heinz consommé actually jells in the tin when it's well chilled. Not a thing need be added to it.

Anyone who has attempted to jell canned consommé will appreciate this good news. And the reason Heinz consommé jells unaided, is *so* simple. Heinz soup chefs make consommé precisely as would a well trained home cook. They concoct it in small batches, of rich meat stock and beef bones. They season and simmer it *very* slowly in open kettles. And so, like good homemade consommé, it jells readily without the addition of gelatin. In fact, served either jelled or hot, this home-recipe consommé cannot be told from homemade soup. Heinz consommé is only one of the eighteen kinds of Heinz home-recipe soups among the 57 *Varieties* of delectable food products.

In many a family refrigerator these days you will find tins of Heinz consommé, awaiting the call of the gourmet. *Your* grocer has it.

**By
Josephine
Gibson**



VOGUE

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AUGUST 15, 1935

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THE TWEED COAT THAT ANTON BRUEHL PHOTOGRAPHED FOR THE COVER OF THIS ISSUE IS FULL OF NEWS: THE WIDE FLARING SKIRT, THE SNUGLY BELTED WAIST, THE DOUBLE-BREADED CLOSING. LORD AND TAYLOR, MARSHALL FIELD, AND I. MAGNIN HAVE IT. AND FOR HEAD-LINES, A MAGENTA FELT HAT AND HAND-SEWN BELT, POINTED UP WITH BOTTLE-GREEN GLOVES AND RIBBED LISLE STOCKINGS, WORN WITH I. MILLER'S DARK BROWNISH-RED SHOES—A COLOUR COMBINATION WITH DASH

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THERE ARE THREE VOGUES, AMERICAN, FRENCH, AND BRITISH
ALISON SETTLE-EDITOR OF BRITISH VOGUE - MICHEL DE BRUNHOFF-EDITOR OF FRENCH VOGUE
EDNA WOOLMAN CHASE-EDITOR-IN-CHIEF OF THE THREE VOGUES



Dress designed by
McClelland Barclay

Stockings

GROW BOLDER

Today, the well-dressed leg is a star in its own right. Many of the new autumn hosiery shades gleam and shimmer with new, fashionable, metallic casts — inviting as can be!

Now that hosiery is daring to attract attention "on its own," see that your stockings are *worth* seeing, as of course Humming Birds are. That goes for all nine styles — service weights, mid-weights, chiffons. The texture is ever so fine; so are the seams; so is the workmanship. Humming Birds wear well, and they are as easy on the budget as on the eye. Sold in stores of the better class.

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RINGLESS CHIFFONS -- ELASTIC TOPS -- "KNEE-LENGTHS" -- STANDARD STYLES

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THE charming lady on the sands, who is lost in pages 54 and 55 of this very issue, is Miss Peggy Stevenson. But she might well be you. You are still in the depths of summer, a sun-baked lotus-eater. Winter is as far away as the millennium, and autumn means to you only an unwelcome chill, and doormen with giant umbrellas. Idly, you flutter the pages of Vogue.

Autumn hats? Wool suits? *Fur coats*? Absurd! Ghastly! And then you pause to glance again at that bulky, broad-shouldered tweed coat and that divine fur hood that looks as though it were made for an exceedingly knowing Eskimo lady. You see yourself in a cinque-cento orange coloured jacket, like umber on a painter's palette, or velvet of the strange, deep, yellow-green of faded Florentine mantles, so soft that to touch it is like plunging your hand into a flower. You are excited by the thought of stiff brocades, gleaming with gold or silver threads, as arrogant as a story-book princess.

Pastel linens and big white hats are unexpectedly milk-and-watery. You are lost to the lotus-eaters. Autumn is on the way! Turn the pages and see!

VOGUE'S

EYE VIEW OF THE MODE



ACCESSORIES, LORD AND TAYLOR (SHOPS IN OTHER CITIES, PAGE 88)

A handful of undergraduates — basically uniform, spiritedly individual. For the secret, look at their accessories, some of them silly, some of them practical, all of them indigenous to the campus



ON AND OFF CAMPUS

HER sweater has that uncombed look that old sweaters have, her skirt has a certain brilliance acquired from classroom chairs, her brown-and-white shoes are a disgrace, but her broad-shouldered straight tweed jacket is of the newest, the boldest plaid, and she buttons only the middle button in the best Bond Street manner. She definitely has a flair for clothes.

The contradiction in this college girl's costume makes perfectly good sense to her, for she knows that campus chic is marked by being uniform in the fundamentals and discovering inspired incidentals. Every girl she knows wears sweaters and skirts that look as if their owners had been born in them; new or old, they are a familiar background. But the plaid jacket is an example of her own individual taste, and if it is a good enough idea to become contagious, her reputation is made as a leader in fashion—like the girl who buttoned her cardigan down the back for the first time. Tucked away in her trunk, she has another golden idea for a campus fad in the form of wide-ribbed Dubonnet woollen stockings. Woollen stockings have been tabu on the campus for years, and she may not be able to get away with these; in which case, she may go without stockings altogether. She knows that reputations can be made by subtractions from, as well as additions to a costume.

She likes the basic uniformity of college clothes because the clothes are comfortable, take practically no care, wear forever, cost little, and eliminate the indecision as to what to wear five days a week. She likes her skirts short and wide enough for comfortable walking; she likes her heels low, her hair loose and not too short, and she is glad that this year's fashions fall in with her ideas. She likes to look narrow in the hips and broad in the shoulders, and she wears a Lastex girdle and effects a bulky scarf around her shoulders

to achieve this. She has plenty of vanity, but she goes to a girls' college and is glad to forget about serious competition until Friday night.

Her campus sense of values has absolutely no relation to her outside life. She is very stingy about buying campus clothes, for there are so many reasons for having devastating week-end ones. However, out of her \$300 a year dress allowance, she will spend \$60 or \$70 on silly accessories, a new sweater or two of the Brooks type, at least one new skirt (this year, she paid around \$9 for one of the wide, flared, panelled tweed skirts that all the girls are wearing in the photograph at the left), and as few other staples as decency allows. She'll wear her old campus coat until a protesting family buys her a new one, and she will move heaven and earth to get some relative to give her a fur coat that she will wear for everything during the cold months. Necessities are bread and butter to her; accessories are the ambrosia of her campus wardrobe. She takes a few startling ones back to college with her in the autumn, and she will fritter away her pin-money all during the year on popular fads to be found in the near-campus store.

Her shopping this year included a hand-crocheted hat, a hand-knit scarf, a plaid jacket, woollen gloves, a corduroy jacket, a leather belt, and a flannel shirt—all of which you can see in the photograph opposite and in the small sketches on pages 30 and 31. (All of these she found in New York at Lord and Taylor, and they are available also in the stores in other cities listed on page 83.)

The Mussolini-inspired hand-crocheted hat with its bulbous tassel, worn by the girl at the far left, has that infallible military allure and looks smart no matter how carelessly she pulls it on. It cost around \$4 and will be her one campus hat and her prize ski hat, as

TONI FRISSELL



TONI FRISSELL

well. The large triangular shawl-like scarf that she wears with it (at the right) is hand-knit on enormous needles and can be tied in innumerable different ways. She likes to wear it with one end tucked in her belt and the other two tied in back—or covering her head in peasant fashion. Incidentally, it is warm and soft around her shoulders when she studies at night, but this has nothing to do with its value in chic. In any guise, it is a lot of hand-knit wool for less than \$5.

You can see the details of her famous plaid jacket in the sketch at the left (and also on page 28). Its distinction lies in its out-sized plaid and its vivid colours—very British and country-gentlemanish. There isn't a pleat or a belt to mar the straight back—in fact, it is completely man-tailored except for the feminine touch of bias pockets. It is an extravagance for her at around \$17.50, but well worth it, since it brings in dividends of kudos. The yellow woollen wood-chopper gloves that she wears with it are square and forceful looking. They were hand-crocheted somewhere in Austria, where wood-chopping is a noble occupation, and Lord and Taylor brought them over here to sell for less than \$3.

Her interest in jackets amounts to a passion. Even if the wide-ribbed green corduroy lumber-jacket at the lower right had cost far more than approximately \$9, no sense of economy would have kept her from buying it. It is the image of one that Marcel Rochas made in fur—broad waistband and all. It is the perfect thing to wear over dresses or sweaters before it is cold enough for a coat, and it will make an ideal ski jacket. Above all, it is comfortable and casual looking.

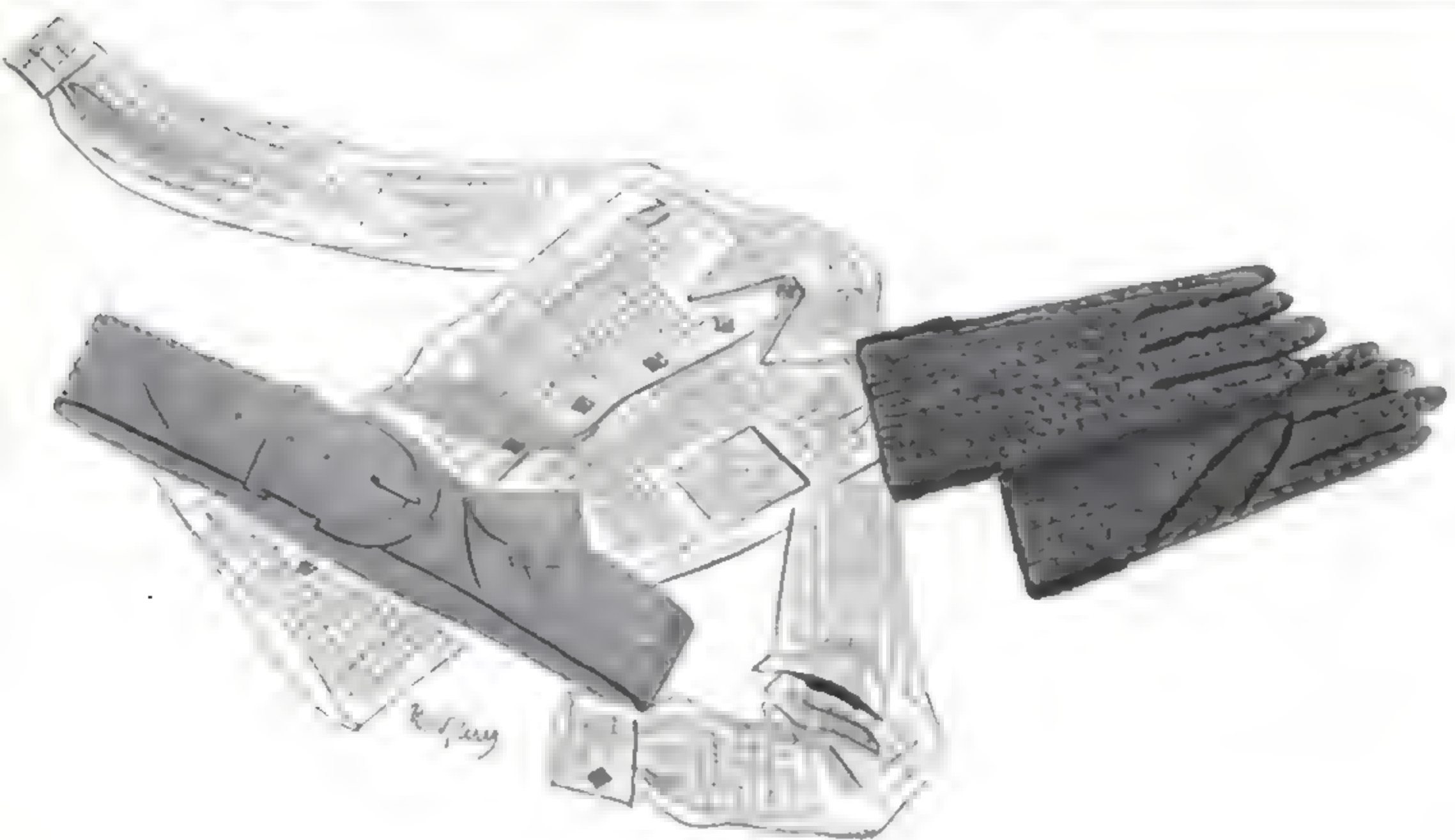
She found a belt of that nice-smelling natural coloured saddle leather that creaks in such an expensive way. It has a pocket that snaps on and is large enough to hold a lipstick and change for hot soup, ice-cream sodas, spinach, or whatever dish is the current campus fad for afternoon consumption. The belt has a distinctive Hermès air about it, what with self-stitching and a covered buckle; actually, it was priced under \$2. She found a checked yellow flannel shirt with tiny square wooden buttons that made it different from any other flannel shirt. The facts that it is really well tailored and will wash forever without shrinking are incidentals to her; she paid her \$8.75 or so primarily for the wooden buttons. Altogether, these things are not much to buy, but enough to keep herself and her friends from getting bored with her campus wardrobe.

This casual collegiate attitude vanishes the moment her mind turns to week-end clothes. Here she would like to achieve perfection—not the sort that causes a flutter in the Colony Restaurant, for she is still at the age where she would rather be admired by a boy than envied by a girl. But she would like to be the best-dressed girl getting off the train at New Haven, or the girl about whom the most inquiries are made in a stag-line. She wants to look smart, but she also wants to look pretty. She can't afford to make a mistake, because, if she does, she has to wear it, and a wrong dress will spoil the best party in the world. She has very little time for shopping, and the results have to be as (Continued on page 82)





SCHALL



- These are the clothes that trudge across campus, from chapel to the last class of the day. Casual, practical, they're definitely right on or off campus
- Afternoon snack (above): first, a bias tweed skirt and a red velveteen lumber-jacket blouse (from Bonwit Teller); next, a natural cashmere jersey dress, with its owner's initials (Best); third, a Scotch plaid flannel dress, worn with Arnold Authentic peasant shoes (dress and shoes from Best)
- Upper left: the indomitable swagger coat, of Stroock's llama-hair (Bonwit Teller), and a Mendoza beaver coat, by Carolyn Modes (Arnold Constable)



• Here is a wardrobe for the college girl who makes the most of her week-ends, and dresses well for them, however casual she may be on the campus

• First, at the left, a checked tweed suit with the distinction of a dressmaker suit. It has a new Schiaparelli skirt, bias in front, straight in back, and it's perfect to wear when she leaves the campus, at football games, for travelling, and for general town wear. It is priced around \$45. (She is carrying the top-coat shown at the left on the opposite page)

• The silk dress below is a Schiaparelli adaptation made of rust coloured crêpe, with shirring on both the blouse and the skirt. It's the sort of a dress she will wear off campus, and also when she goes to the Dean's for tea. If she goes to a co-educational college, it will have a dozen additional uses. It can be bought for about \$25

OFF-CAMPUS WEEK-END



TONI FRISSELL

- A triumph in coats, smart, young, and moderate in price (under \$40)—the coat below, made of a Forstmann monotone woollen. It has the new belted waist-line and the new flared skirt, and the college girl will wear it both with and without a fur piece over the buttoned neck-line. (Her brown calf bag swings from a leather handle, and she wears brown suede gloves)
- An evening dress full of allure—the Lucile Paray adaptation at the right, made of blue taffeta, with draped, puffed sleeves, a flattering neck-line, and a full and flowing skirt divine for dancing
- An evening coat to go over every evening frock—the brocaded wrap below, made like a Persian tunic and lined and interlined to keep her warm. Her brocade bag matches it. (The dress and the coat each cost under \$30)



SCHALL



TONI FRISSELL



ALL MODELS FROM LORD AND TAYLOR IN NEW YORK AND SHOPS IN OTHER CITIES (LISTED ON PAGE 88)

Reboux's
feather hat
(Saks-Fifth Avenue)



Agnès excuse for
a hat - all feathers
Model's gilded wood bag



Piquet's mink cape
(Saks-Fifth Avenue
has a similar one)



Talbot's bright velvet
cap and gloves
(Saks-Fifth Avenue)



Schiaparelli pajamas
blue silk and white
embroidery



*Choker necklaces
set with semi-precious stones—
Schiaparelli's*



*Talbot
made this
gadget—
both
a parasol
and a fan*

CONTINENTAL CAVIAR

HERE are some European tidbits, gathered here and there for their prophetic value.

- That tuft of white grebe over at the far left is a pretence of a hat made by Reboux, but when Madame Martinez de Hoz wore it at the races, she caused a sensation.
- Beside it is Agnès' pancake of a hat made all of feathers or flowers and exposing the entire back of the head. Model's shell-shaped bag is of gilded wood. Both accessories forecast new trends.
- The Talbot cap at the lower left, opposite, is made of red velvet like a Venetian page's cap, bound in gold and topped with feathers. Gay skull-caps like this are an important new tendency. To complete the tableau, wear velvet gloves to match and a lamé jacket—more autumn news. Talbot made the entire ensemble and is swamped with orders.
- We believe in the loose fur cape for town, this winter. Look at the one opposite, from Paquin, worn with Agnès' mad cap of mink.
- Schiaparelli has branched into pyjamas for sports or the house. She made the pair, opposite, for the Hon. Mrs. Reginald Fellowes (and also for herself), of dark blue silk, embroidered in front. This is certain to influence Palm Beach costumes.
- Schiaparelli also made those choker collars on this page, of precious or semiprecious stones. They will cover the smartest necks. One of those sketched has strands of topazes on cross-bars of gold leather; the other, large topazes on a gold chain.
- Talbot makes a gadget that is both a sunshade and a fan—from an old document; or of piqué, lace, or Cellophane. It folds into almost nothing—perfect with the new tiny hats



MADAME JEAN LARIVIÈRE AS THE LADY OF GOYA'S "LES FEMMES AU BALCON," AT THE COMTESSE DE BEAUMONT'S BALL

HORST. PARIS

PARIS FÊTES: FANTASY OR FUN



MADAME DE MUNOZ AS AN EGYPTIAN SCULPTURE

THE French are born exhibitionists, I said. (All Americans make generalizations beginning "the French—" after a few months in Paris.) They love cold spectacles. A costume *bal* to them is a place to be seen. They haven't the faintest expectation of having any *fun*.

This was when my eyes were still dazzled by the rigid magnificence of my first Bal Beaumont. I had heard the adjective "brilliant" ad nauseam in the weeks before this most-discussed party of the Paris season. It *was* brilliant. It was also beautiful, lavish, spectacular, and fabulous. (You can see some of the costumes on these two pages.) But it was for the eyes only. It's awfully hard to romp in twenty-five yards of Velasquez skirt or two feet of Athênê helmet. "The French," I said again, "never let their hair down."

Two days later, I stared at the same ladies who had posed elegantly in the Beaumont gardens in diamonds and dignity, running madly after a poom-poom band at the

Fenwicks' fête, dressed in the dowdiest provincial clothes they could find and having what is called in America, a loop.

I'm young and flexible. I revised my theories. The Fenwick party was the funniest party I've ever seen in my life, just as the Beaumont was the most brilliant. Both were tremendous successes. My new generalization begins: The French are a very civilized people. They don't try to crowd everything into one evening. If it's beauty they're after, they make it superlatively beautiful. If it's fun, they make it superlatively funny. Only an American would suppose that you can mix the two.

I went on from there. Why are these purely social gatherings so successful in Paris when we have so many flops in America? Because there's a colossal amount of effort and organization put into them. A French hostess doesn't hope that her party will "come off"; she jolly well sees to it that it does. Nothing is too much trouble. I think of the red (Continued on page 90)



MADAME MARTINEZ DE HOZ AS A WATTEAU CLOWN



OLIVER MESSEL REPRESENTED A GOYA PAINTING



COMTESSE ANTONIN DE MUN IN A GAINSBOROUGH TABLEAU



A SLICE OF THE GROUNDS—WITH BAND-STANDS, BALLOONS, STATUES, NURSES, AND GUARDS

Madame René Fenwick, one of the wittiest women in Paris, called her party "Le Jardin Public" and turned her grounds into a typical public square of a French village—with bistrots, band-stands, and booths. The guests came dressed as country town characters, and were fed out of lunch-baskets, and, for downright fun mixed with originality, this was one of the most successful parties of the whole Paris season

GUESTS FILING IN AS ORPHANS, SHEPHERDED BY MADAME ROBERT SINGER



MESDAMES ROBERT LAFFON AND OLIVIER DE VILMORIN

Mlle. NICOLE BORDEAUX, DISGUISED



NURSEMAID LILY GJESDE AND GARDENER PHILIPPE LEFEBURE

"LE JARDIN PUBLIC"



STUDIO PIAZ, PARIS

M. MIRABAUD AGAIN, ARRESTING THE MILK VENDOR, MADAME REVILLON



Mlle. ANTONIA DE LA GANDARA AND M. MAURICE MIRABAUD



FOURRURES WEIL CAPE; ROSE DESCAT HAT FROM JAY-THORPE

FURBELOWS

- All fingers point to long fur day capes, with high, warm collars, like the flared cape of black breitschwantz at the left
- Agnès anchors a huge breitschwantz bow, like the one Mozart wore on his peruke, on a black net cap (below). The pillow-muff matches the bow



AGNÈS HAT FROM HATTIE CARNEGIE; WEIL MUFF



HORST, PARIS

HEIM'S HOODED CAPE (HATTIE CARNEGIE)



FRIAR'S HOOD BY MAX

Furry Eskimo hoods, like a Czarina's, for frosty nights. The one above, on Madame Karlkans Strauss, is part of a cape — half silver fox, half black velvet. Princess Sherbatow (left) wears one of mink and brown velvet

Down with



GLANCE over the opera boxes or theatre loges in Paris these nights, and you'll be confronted by an all-time low in neck-lines. Precariously descending V's are often rescued from complete shamelessness only by masses of flowers, out of which the gleaming expanses of chest and shoulders rise glittering with jewels. Whatever started this downfall, these sketches by Vertès prove its chic

- Above, Madame Georges Auric, with her composer husband, enters a box wearing Mainbocher's tiered dress of black tulle. Shoe-string straps and a handful of roses help to preserve the conventions

- Above, at the right, Madame Simon Rolo leans back in her box, a paintable subject in Patou's black crêpe dress, intricately draped on sleeves and hips. The dramatic V of her neck-line is lost in a mass of white camellias
- In the same box is Madame Pierre Champin, feathers in her hair, and her golden tanned skin exposed in a deep rectangle, against which two jewelled clips sparkle. Patou made her dress—of violet chiffon, draped on the corsage and over the hips. Jay-Thorpe imported this. (At the lower right, Madame Champin is caught smoking where she shouldn't)

Décolletage



- The Duchesse d'Harcourt, above, banks flowers inside the low revers of her Lelong dress, made of white satin. (Saks-Fifth Avenue imported it)
- In the centre, a guest wears Alix's blue taffeta dress, with rope shirred through the extreme neck-line and flowers on one side. (Imported by Bergdorf Goodman)
- Madame Jean Bonnardel, third in the box, likes a low back; a ruffle edges the neck-line of her rose taffeta dress by Lelong. In New York, Bendel has it
- The vignettes, right and left, show all these ladies and their gowns full-length, sketched by Vertès in the entr'acte

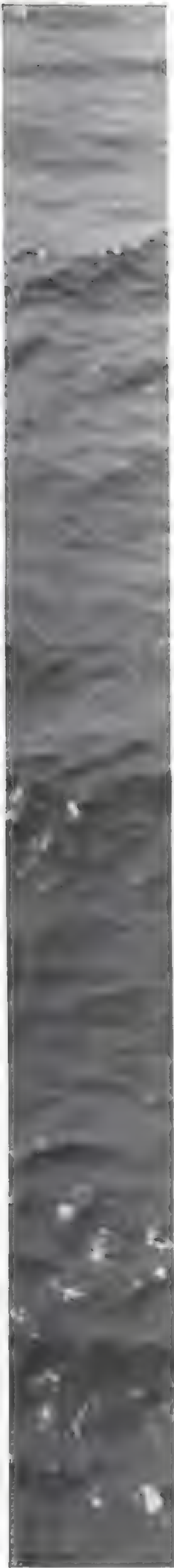




MISS VIRGINIA FRENCH, DAUGHTER OF MRS. JAMES LENOX BANKS, JUNIOR



MISS AERIELLE FRAZER, DAUGHTER OF MR. AND MRS. JOSEPH W. FRAZER



SUB-DÉBUTANTES; MISS GLORIA BAKER AND MISS ELEANOR YOUNG

NEWPORT

THE YOUNG ENTRY



TONI FRISSELL

LIKE THE MISSES FRAZER AND FRENCH, MISS JANE POPE, DAUGHTER OF MR. AND MRS. J. R. POPE, IS A PROMINENT DÉBUTANTE



GOWNS FROM JAY-THORPE AND FROM I. MAGNIN



DRESS FROM BONWIT TELLER AND FROM I. MAGNIN

- The clinging, black crêpe dress at the far left, with its long, wing-like sleeves, turns you into a modern Francesca da Rimini. The tiny turquoise and silver beads outlining the neck-line and sleeves are a prophetic detail
- The second gown, of black faille shot with gold, seems to have stepped from a Titian canvas. The close collar turns into a cowl at the back, and the jewelled buttons form a glittering line from throat to hem
- A black velvet halo, mounted on a brown tulle crown, frames the face of the lady who might have been painted by Fra Angelico. The simple black velvet frock is lightened only by a jabot of starched point de Venise lace

*Italian
American*

AUTUMN FABRICS

TO the touch, the new materials are exciting. Blind-folded, you would know that this is a brand-new era. In the evening, your fingers will know the lush feel of satin, sometimes very smooth, sometimes very puckered; the feel of velvet, soft as a petal and as drapable as chiffon, or quite stiff and crisp like moire, or as plushy and rich as a Victorian room; and of taffeta crispness that you will crush in your hand as you swish from the ballroom. (The taffeta will often be changeable, in two colours, or striped or dotted in deep succulent shades.) Your fingers will grow used to the rough touch of metal threads that run and twist and swirl in all kinds of materials. You will be amused by the sudden swells of new matelassé crêpes that blister in huge circles, in subsided puffs. Very delicately, your hands will pat and smooth the new metal brocades—especially those with silver or multicoloured all-over designs.

By day, your best beau will admire the dull and shiny surface of your new town coat. Even the door-man at Voisin will be pleased to hand you into a taxi in such fine fabrics: little shiny worsted yarns forming a shiny design of matches or diamonds on dull wool, or possibly a ridged and ribbed wool, or a smooth, elegant cashmere-like velvet. Underneath, you may wear a smooth silk dress that possesses great simplicity and distinction of line, and that speaks eloquently of quality.

If you don't choose one of the smooth silks that are so indefinably chic and hard to describe, there are all manner of ingenious weaves from which to pick—tiny bumpy French knots, frosty surfaces, slightly hairy threads on crisp materials. You will wear and love rayons, for their extraordinary dulness lends elegance and, as you see on the following pages, their surfaces are varied.

The kind of tweeds that you wear with sturdy leather gloves are becoming more interesting each year. You will like the thick, fat feel of tweeds that look almost as though they were crocheted—large basket-weaves and big herring-bone patterns. Two, three, four, and five colours will be woven in plaids, in checks, and in simple mixed weaves. Your suit may be of a solid hairy tweed and your top-coat, which juts out and flies in the wind, of a completely different, bumpy, coarse-textured tweed in no less than four rich colours.



1. Mallinson: black "Metallic Jacquard" of Du Pont Rayon—blistered, metal-shot; Wanamaker
2. Wahnetah's black-and-white striped silk taffeta (taffeta continues!); Lord and Taylor
3. Foreman: "Semenova," a metal-striped matelassé that's not too bumpy; Lord and Taylor
4. Shelton Looms: "Givrelle," a duvetine velvet, soft as doeskin; from Lord and Taylor
5. Cohn-Hall-Marx's faille-like "Cravat Stripe Taffeta" of Du Pont Rayon, in muted tones
6. William Openhym's "Clairvel," a silk velvet that drapes like a dream; McCreery
7. Belding-Heminway-Corticelli: "Essence of Silver," a Cellophane-striped taffeta; Altman
8. Skinner's new silk satin, with a wavy, slightly raised surface; Lord and Taylor
9. William Openhym: "Resovel," a new velvet, incredibly crush-resistant; from McCreery
10. Onondaga: "Œil de Moscow," a dull crêpe of Du Pont Rayon and "Acele"; Lord and Taylor
11. Cheney's "Chenalure," a crêpe-backed silk satin, pebble-grained; Lord and Taylor
12. Celanese's "Slipper Satin," for formal gowns, in a glowing Renaissance colour; Altman
13. Wahnetah's wide-striped silk taffeta, with shadow-lines of metal; Lord and Taylor
14. Bloomsburg Silk Mill: "Rippelon Satin," of Crown Rayon, with rippling ridges; Macy's



TOWN AND



1 FORSTMAN



2 FORSTMAN



3 AMERICAN



4 FORSTMAN



COUNTRY



10 FORSTMAN



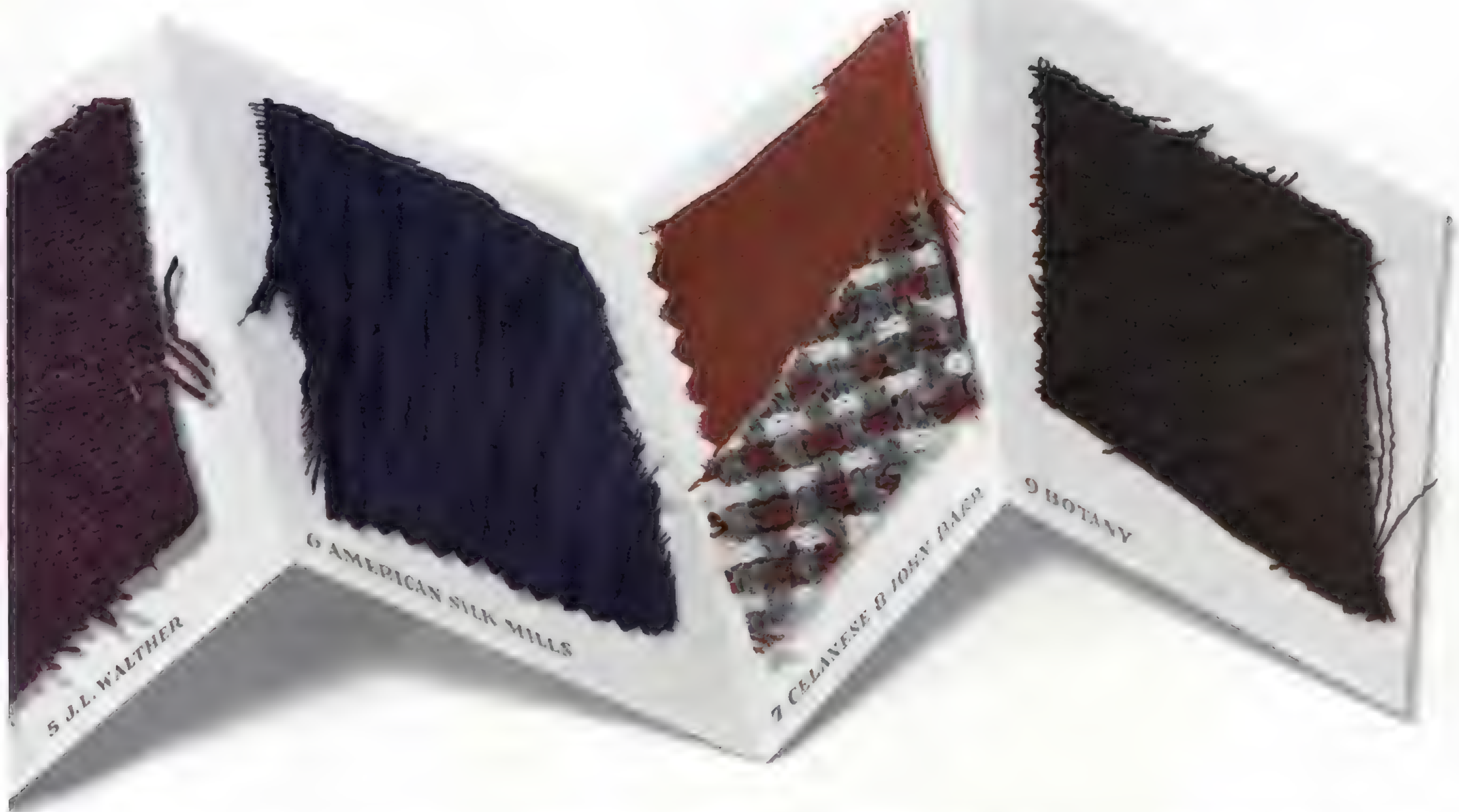
11 FORSTMAN



12 MRS. FRANKLIN, INC.



13 OUPLAN



1. Stehli's "Chembi" crêpe, mossy and very much like wool; Wanamaker
 2. Forstmann: a woollen coating, ribbed north and south; McCutcheon
 3. American Enka: "Crêpe Swav," of Enka Rayon, neat as a pin; Macy's
 4. Foreman: "Coralaine" crêpe, dotted in French-knot effect; Wanamaker
 5. J. L. Walther's "Purla Plaid," a town wool coating; Lord and Taylor
 6. American Silk Mills: ridged "Drizzle Crêpe," of Du Pont Rayon
 7. Celanese's "Rupée Crêpe," with a tiny self-figure; from Altman
 8. John Barr: "Yarrowvale" wool tweed, in smallish checks; McCutcheon
 9. Botany: wool coating, crisscrossed with raised rib; Lord and Taylor
 10. Forstmann: a wool tweed for country, boldly checked; Lord and Taylor

11. Forstmann's light woollen tweed, sprinkled with dark nubs; Altman
 12. Mrs. Franklin: "Franklin Fabric," knitted of wool, cut by the yard
 13. Duplan's "Crêpe Frisson," of Crown Rayon, mossy to touch; Macy's
 14. Kenwood Mills: "Kenwood Tweed," in two tones, herring-bone design
 15. Celanese: beige "Satrap Crêpe," like fine homespun; Bloomingdale's
 16. J. L. Walther's "Purla Check," for casual country coats; McCutcheon
 17. Viyella's wool flannel in a plaid as Scotch as heather; McCutcheon
 18. B. M. Kaufman's sturdy woollen coating, called "Gora"; from Stern's
 19. B. M. Kaufman's "Kinkerry" tweed (top), for coats and suits; Stern's
 20. Marshall Field: "Bre'r Laine"—two yarns, two-toned; Lord and Taylor





Variations on Black

- Christian Bérard, artist, decorator, homme du monde, ballet, scenic, and costume designer, here attacks a problem to which you and every woman would like some fresh answers. Given one good black dress—like this chiffon one by Patou—what can you do to make it look like four?
- (The answers all bear out the rumours of a slim silhouette with something swinging away from it.)
- Far left: swathe your shoulders in a huge cape-scarf of mousseline, strewn with ivy leaves
- Next: Tack a 1910 ostrich plume in your hair, add green satin streamers, and carry a tulle fan
- Below: Tangle yourself up in a long kite-tail with satin bows, anchored to a mousseline fan
- Or—wear a satin cape and muff; ermine tails
- All reproduced by the Accessory Shop at Macy's







FORESIGHT FOR AUTUMN

- Swaggering, full of verve: a coat (far left) with the feeling you want for the open. There's bulk in the sleeves, a flare in back. Of Linton tweed. From Fortnum and Mason. The dark ribbed wool stockings are prophetic
- Teamed with the coat is the exceedingly simple suit in the centre, of soft, hairy tweed. The pleats in the skirt let long legs stride; Fortnum and Mason
- Below the wind-blown head: shoulders broad as a lumber-jack's, a wide belt, and big buttons on a chenille knit suit, with a plaid skirt, a plain jacket, and a contrasting scarf. From Mrs. Farley
- For town or country: this suit (left on this page) with its wool skirt rounded in twin curves and a wool jacket snug as a schoolboy's; Peck and Peck
- Try a fourth colour, like that worn by the lady at the left with such success, for the open air gives you licence. The suit is of tweed, with a stubby jacket, a fullish skirt; Peck and Peck



Renaissance COLOURS

Vertès' Venus (after Credi) is trooping the colours of the Italian Renaissance—colours that we will wear reverently this autumn, after they have passed through the hands of the couture. She has gathered her drapery in the new autumn colours, from the looms of the famous fabric manufacturers of France

vati's

Vogue Points

ABOUT COLOUR TECHNIQUE

COLOUR is a mania to-day—whether it is in the movies, a new shade for your car, your hair, the living-room walls, or the fabrics you wear on your back. To mix colours with skill, to add and subtract colours, is a special technique. If you have red hair, you do not eternally go about in shades of green and brown. You know that catalogued colour is dull, and you purposely prefer pinks and reds that make your red hair more astounding. Every one has colour fixations. Born and bred to the notion that you can not wear yellow, you suddenly discover, after years of abstinence, that a certain pale corn-yellow accents your charms. Dull brown hair that has grown monotonous against a brown background should be given a fling this year—perhaps an alliance with the new mauves and fuchsias. Colour is so diffused with personality that you must not settle down to staid rules. This year, determine to try something new!

FOR TOWN, the new purply blue is superb. You might wear a bright blue coat over a black dress, or a bright blue dress with a dull green coat. Try the new blue that's between a bright navy-blue and slate. It is excellent, too, with black. Deepest burgundy with lots of brown and purple in it is a town colour to yearn for. Green is one of the most triumphant colours—fresh almond-green, dull sage-green, olive-green. Put bright green and chartreuse yellow-green together in the same suit or dress and coat. Don't be afraid to wear a green-blue wool suit with a dark red blouse. Wear a brown flared coat with a black, brown, and string plaid skirt.

Put a creamy corn coloured silk dress or a bright red dress under your black coat, as you did in 1926. Top your black dress with a chamois coloured tweed coat. You will wear purply greys, fuchsia, and mauve in town, and especially love the strange dull tones of these shades. You might wear a dark cactus-green coat over a fuchsia wool dress. You might put an adobe coloured coat over that same fuchsia dress. A fuchsia suit with dark blue leather frogs is something to achieve. Brown velveteen is superior with a blouse or scarf in soft yellow. Russet or copper-brown is soothing with dark brown or flannel-grey. A dark blue suit takes on chic with a raspberry-red collar and cuffs of velveteen.

IN THE COUNTRY, you put more colours together. In fact, you madly endeavour to achieve something that no one has ever seen before on land or sea. A tricolour combination is most successful: a rust blouse, a dull blue jacket, a brown skirt; a rose-red suit with a blue skirt and a string belt; or a plum-and-lavender plaid wool skirt, a plum suède jacket, and a sky-blue sweater. Try copper and grey woollens together; orange tweed with dark blue; violet-and-brown plaid; red and four shades of blue in the woollen plaid of your full-length top-coat.

AT NIGHT, you will be dark and mysterious in grape-red, olive-greens, two-colour changeable materials in deep tones, dark brown, dark navy-blue. You will find dead-white and black as eternally satisfactory as ever. For sensation creating, you will flaunt bright orange, bright green, purple, sapphire-blue. Then, there are myriad lovely multicoloured fabrics, as well as those of pale lamé or Persian colourings, or frosty pale blues with silver. Particularly luscious are deep wine-red with turquoise, grey, and gold; dark blue with cerise and purple; black with gold; olive-green with gold.

Coudurier Fructus, Rodier, Bianchini, Colcombet, and Lesur—famous French fabric makers—have been studying the palettes of Titian and Botticelli, of da Vinci and Raphael. The sombre magnificence of the yellow-greens and reds, the clarity of the greens and blues will be rich inspiration to the designers

FLARE IN FURS

- Four smart fur coats, introducing a new length and a dozen new points in sleeves, collars, and cut
- The nutria swagger-coat below is new in its thirty-eight inch length and shirred fulness. Felt hat
- Down the steps comes a Regency coat of supple black Persian lamb with frog fastenings. Astrakhan turban, John-Frederics; shoes, the French Bootery
- Safari-brown is the smart new colour of the casual swagger-coat at the right, of Alaska Sealskin, with emphasis on back fulness. Felt beret; alligator ties
- The dressmaker fur coat is in the spot-light. On the opposite page is one of black caracal, flared and belted. Halo hat, Fanny and Hilda; shoes, Cammeyer



(ABOVE, LEFT) COAT FROM GUNTHER • (RIGHT) COSTUME FROM BONWIT TELLER

COSTUME FROM SAKS-FIFTH AVENUE



NELSON

COAT FROM B. WEINSTEIN



NELSON

HAT FROM LILLY DACHÉ AND FROM RANSOHOFFS; CAMMEYER PUMPS

VIONNET LAUNCHES A NEW LINE — A SWAGGER COAT OF HUDSON SEAL, CUT TO BE WRAPPED OR TO SWING OPEN; JAECKEL



BY JEAN STARR UNTERMAYER

THOUGH such maxims as *De gustibus non disputandum* and *Poëta nascitur non fit* seem to have been accepted for all time with the gravity of gospel, there are moments when the playful mind communing with itself inquires whether taste, if it can not be disputed, may not be exalted, and speculates on the proposition that though poets are not born fit, they might be made so through the subtle chemistry of feeding. A good old New England tradition looks down its nose into the soggy bean-pot and prods a belaboured digestive system or a degenerated gland with the slogan of plain living and high thinking, dismissing the body and turning aside to inherited and transcendental concerns. But the relation of the poet to his food still has the sanction of tradition, and rumour has carried the fair report of Olympian ambrosia and nectar through the mists of antiquity into our less idyllic, but no less hungry age.

Yet poets trust their precious frames to the ministrations of bad-tempered, erratic, and earth-bound purveyors of nourishment, when they should be fed by the lesser angels of light, whose goodness, order, and upward-soaring thoughts would permeate their divine potages and transport the poet into the desired fourth dimension. A sweet disposition would know by instinct how to dispense the sugar, a light heart would animate a light hand, and the soufflé have the consistency of a summer cloud. If the poet were cook as well as consumer, fruits would be treated reverently as the gifts of Pomona, which they are, and a fish as Neptune's benign messenger, piously to be borne to the sacrificial fire instead of being conveyed thence as a burnt offering.

When taste becomes exalted, all sorts of subtleties can be detected other than garden bouquets or the savouries of the pantry shelf. In this connection, I want to relate a personal experience that took place several years ago in La Jolla. At that time, I was the guest of the charming and unusual Casa de Manana. For want of a more exact category, one must call the place a hotel. But at that time it bore none of the earmarks of purchased hospitality, but was more like a large home where each inmate had the sense of shelter, privacy, warmth, and a mothering, though unoppressive care. The cuisine was outstanding, and the menus had a delicacy, variety, and imaginative lack of repetition that were remarked by all the guests. However, I had been a passionate pilgrim to such gastronomic

Meccas as The Ulpia and Alfredo's in Rome, Gerbeau's Budapest, Schoener's and The Sacher in Vienna, Boulestin's in London, the plebeian—but oh, how palatable!—Kempinski's in Berlin, and Fouquet's in Paris, to name but a few, and so was not to be moved to ecstasies by the colour harmonies of persimmon slices nestling in the heart of an avocado (a reproduction on my plate of a recent New Mexico sunset) or be beguiled too greatly by mayonnaise subtleties.

No, it was something else. Beyond the obvious delights of eye and palate, an intangible sustenance seemed to emanate from these dishes—something lighter and finer than caloric content, vitamins, and mineral salts. For a long time, this emanation defied analysis. I would hold a morsel on my tongue, close my eyes, and try to isolate its peculiar quality. One day I thought I had it. Going to my hostess, I took advantage of my prerogative as poet. "If I seem fantastic," I said to myself, "she will lay it to the vagaries of my tribe."

It was ten o'clock at night, and great salvers of apples were being passed through the quiet reception-rooms where people were reading or talking at ease. A gentle breeze came from the patio and wafted in the scent of flowers and melodies from a radio, so discreetly tuned down that they seemed celestial strains, as the apples, large, luscious, and with an almost incandescent glow, took on the graciousness of the very apples of the Hesperides. The sight of food made the reference to it easy. "I can't be the only one," I said to my hostess, "who has commented on the excellence of your table. But it seems to me that I detect something beyond the talents of a chef, however gifted. If you wouldn't think the observation far-fetched, I would say that the food there was prepared with love."

Her eyes opened wide at this, and she looked at me as one who sees a ghost. "But you are right," she gasped, "though no one else knows it. My cook is a Viennese and a member of an occult religious group. Every summer, she goes into the desert to fast and pray. She wants to serve mankind, but realizes that her intellectual equipment is not in ratio to what she intuitively understands. So, for the time being, she has chosen this humbler way of fulfilling her mission." Needless to say, I sought out the cook, and we became friends on the spot.

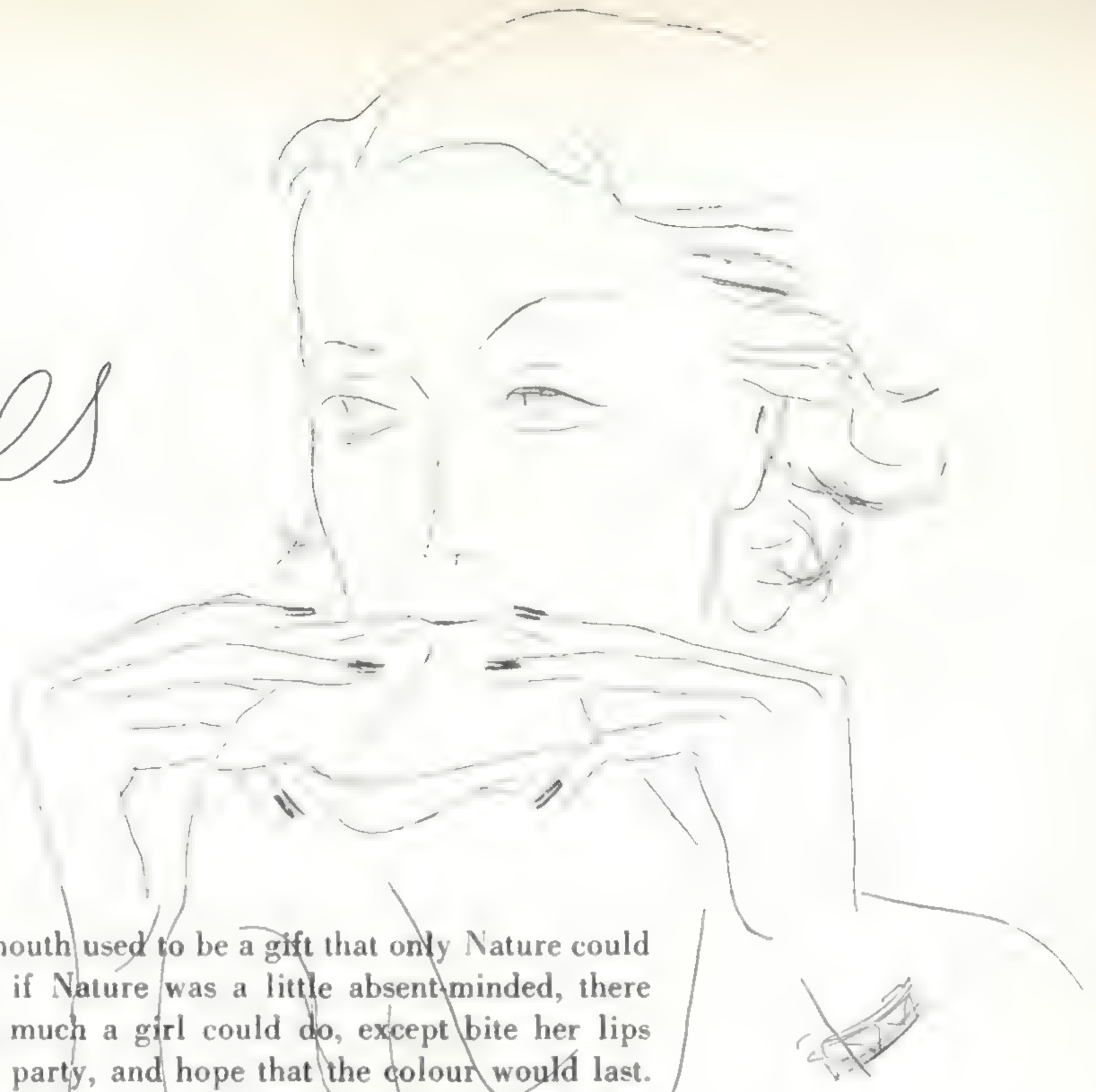
Although she is not my cook, she and my cook share the same vision. They both realize the (Continued on page 89)

Mouthpieces



• If you want your mouth to stand out vividly, use another brush, and put Max Factor's Satin Smooth around the lipstick, blending it into the skin. After you have modelled your lips, try "fixing" them by powdering them. (You can see this operation above.) Then wring a dab of absorbent cotton out in water, and wipe off the powder. Lipstick treated this way won't come off even on cigarettes. If you haven't time for this, press your lips firmly down over a folded tissue, after lipstick is on. The lady at the top of the page is doing this and not, as you might suppose, eating a ham sandwich. If you want healthy-looking red gums behind your red lips, dry the gums carefully. Mix Louis Philippe Angelus rouge with a little cold-cream and rub it over the gums, wiping off any that gets on the teeth. The colour will stay fast all day.

• A lovely mouth used to be a gift that only Nature could bestow; and if Nature was a little absent-minded, there was nothing much a girl could do, except bite her lips before every party, and hope that the colour would last. To-day, you can perform a modern miracle for your own mouth. The first step is to pick your lipstick colours, not by the trial-and-error method, but from the "selectors" that are found on all cosmetic counters, with which you can try every shade before you buy it. You'll need at least three shades: a natural colour, with yellow in it, for daytime; a rose shade with some blue in it for evening, to counteract the yellow rays of artificial light; and a shade with a purplish cast, for those night-life occasions when amber lights will blot out any other make-up. The first rule in application is to be sure that you get your lipstick far enough inside your lips and in the corners. Morgan Jones, a wonder worker with make-up who does people's faces for stage, screen, and portraits, has a formula for making a beautiful mouth that will stay fixed. Buy yourself a Chinese paint-brush (you can get them in Mott Street, in New York's Chinatown), dip it in cold-cream, wipe off the cream, and then, using your lipstick (or paste, or salve) as a paint-pot, paint your lips on with the brush. The lady in the sketch on the opposite page is shown caught in this decorative action.



• Make-up is pretty important, but, after all, it's the trimming on the façade. What goes on behind is more fundamental still. Irreproachable cleanliness is the thing—and not so usual as it ought to be, in spite of its attractiveness. One way to get it is to gargle, like the lady reflected in the sketch below, every time you have a chance; it can't be too often. Choose your gargle, mouth rinse, and tooth-paste with a taste that you like, so that you really look forward to using them. There are all sorts of flavours to be had—saline, sweet, salt, sharp, and even a concentrated essence of flowers. Still another aid to cleanliness is chewing gum—there are some gums and tablets especially made to give a sweet breath. Too many women, in business and out, let their insides get nervous and upset, and their breath reacts accordingly—and you must know by now all the dire things that befall them then!



• Shining white teeth—if you ever read an ad, you know what *they* can do for you! Even if you never read an ad, you must have noticed that the lovely ladies at parties are the ladies with sparkling teeth. It's not just the smile that wins—it's the teeth the smile shows that does the trick. How to get them? More brushing, for one thing, and not such casual brushing. It takes three full minutes to get your teeth really clean, and three cleanings a day are none too many. (But two good cleanings are better than three haphazard ones.) And you need three brushes—smallish, with fairly stiff bristles—renewed every two months at the very least. Dental floss used every night is the one sure way to keep the teeth absolutely free of particles that might work havoc at the vital points where the teeth meet. (When you use it, you hold the floss taut, so that it won't slip down and cut into the gums.) And remember that gums, like everything else, need good circulation. Massage them once a day with flat finger-tips and tooth-paste—as the lady is doing in the small sketch in the middle of the page. Ask your dentist how to massage and to wield your brush. Consider your teeth in your diet, too—this is especially important if you're going to have a baby. Eat plenty of eggs, milk, green vegetables, citrus fruits, and crisp foods that you have to bite on. And look upon regular visits to your dentist as among the most important engagements of the year.



CONVERSATION PIECE AT OSTERLEY—LADY JERSEY AND HER DAUGHTER, WITH LADY CAROLINE PAGET (STANDING) AND LADY ELIZABETH PAGET



LONDON

WITH THE RED CARPET OUT

LOOKING back on the London season that is just finished, one realizes that it deserves the overworked description of glamorous. From all over England, in the early part of May, people begin coming up from the country. Young girls who have never seen anything more exciting than a tennis-party and a hunt ball or two are brought to town to be presented and meet the other débutantes of the year. Sedate couples who lead far from a gay life in the country come to London to see the plays, to see the children of friends and relations make their débuts, and perhaps to go to the Royal garden-party, the cricket at Lords, the tennis at Wimbledon—and to Ascot, as a matter of respectable routine, every third or fourth year.

The Court is the gilt on the gingerbread of the London season and the secret of its glamour. The English débutante has an experience that no other débutante in the social world has—that of being presented. English gentlemen do their duty by going at least once or twice in their lives to the King's levee—you can see them hurrying off in gorgeous uniforms or knee-breeches and swords, in cars, in taxis, or on foot, often on a bright morning in May or June. The whole of London knows when a court ball is on, and the taxi drivers who pass Buckingham Palace can see rows of scarlet-liveried footmen standing in the brilliantly lit doorway. A thrill runs through the crowd as the King and Queen arrive at the Derby.

On the day of the Royal garden-party, all London in the vicinity of the Palace is made gay by women in Ascot clothes, looking for their distantly parked motor-cars. And the backbone of respectable English society leaves London early every morning during Ascot week in June, in top-hat and picture dress, to make up part of that most impressive picture known as Ascot, where the King and Queen preside over the "Royal

Enclosure." Every young married woman is presented at Court in the first year of her marriage, even if she has been presented as a débutante. Every smart London party to which a younger member of the royal family goes is just a little different from other parties. When the Prince of Wales, the Duke and Duchess of Kent, or the Duke and Duchess of York honour the hostess of a London dinner-party, there is a certain stir in the street as their cars are recognized. All this makes for glamour and helps to create a formula in the social life of an age that has no formulæ otherwise.

Grace Moore sings before the Queen. The royal box is festooned with the usual drapery of scarlet and gold. A bouquet of pink and red carnations rests on the rail. Everybody is on time. And when the Queen comes in, every one stands, and "God Save the King" is played. The women look extremely beautiful, because this is an "important" night. In the Duchess of York's box, all the women are literally ablaze with jewels.

I go to a great party at Lady Ludlow's at Bath House, where there are footmen in knee-breeches, ambassadors and other celebrities with impressive decorations, most of the women in tiaras (a woman's answer to "wear decorations" on an invitation), some royalties, and lots of palm-trees. The atmosphere is the last word in Edwardian distinction. Again Grace Moore sings, taking one back to the days when Melba and Caruso sang at private parties.

Lord Dudley gives a party, but this time it is at Claridge's Hotel. Again all the women are in tiaras, and Lady Jersey and the Duchess of Rutland, who both have tiaras in the form of wreaths of diamond flowers, and diamond necklaces with pendants of huge diamond crosses, look just as we used to imagine that great ladies on great occasions should look, when we were children. (Continued on page 77)

CECIL BEATON



YOUNG

• While Fräulein counts and prods, little Janie is a picture of perseverance and youthful chic in a dusty-pink wool crêpe dress. It's pleated precisely like one of her mother's Paris frocks, even to the bodice, with its pleats stitched down flat as can be. The cream coloured eyelet embroidered collar is edged with Valenciennes lace. From Marcelle Julien. Incidentally, a frock of this sort is a satisfactory compromise between school and party clothes, and one that puts a little glamour into this business of acquiring an artistic education

• Buttons, clear down from neck to hem on a pink linen dress (far left), make its wearer feel almost grown-up. And the simple princess lines please the young lady's mother. With them, not even a pudgy waist can look cut-in-at-the-middle. From Best.
• The wistful Jack Tar (far left) is probably planning to assert his rights, next time, and demand a real man's suit. In the meantime, he's very English and correct (for a chap of his age) in a Rowe suit of blue wool shorts and a blue-and-white galatea blouse. Imported by Brooks Brothers

• The little girl with the orange-ade takes great pride in her clothes and knows when she looks her best (which may explain the gleam in her eye). On her, the Normandie-blue double-breasted cloth coat, with blue velvet trimming and hat to match, has a chic that's the despair of mothers for miles around; Wanamaker
• The thoroughly masculine trench coat, just above, can take it—whether it's snow, rain, or plain hard wear. The coat is of cotton gabardine, lined with rubber, and it has all the mannish flair he can ask for; De Pinna

IDEAS...

- Waiting his turn at Best's Barber Shop for Children is the well-dressed young man at the right. He's wearing a double-breasted overcoat by Rowe, of sturdy navy-blue chinchilla, with a warm plaid wool lining and shiny brass buttons. This model is imported by Brooks Brothers

- In the foreground, just in front of the dog, is a completely absorbed young thing, looking very "Princess Elizabeth" in a fitted double-breasted coat of dull green wool trimmed with velvet. The brimmed hat matches the coat. Both are to be had from Altman

- For the forgotten growing boy whose clothes are always a problem, the tweed or men's wear flannel suit in the centre is a grand solution. The collarless coat buttons trimly over shorts and a soft shirt with a wide collar attached. The cap matches the suit. This same outfit, of blue serge with an Eton collar, may be worn for dancing class or dress; De Pinna

- Lavender linen, embroidered in violet, goes into the dress worn by the child sitting on the chair at the far right. Pleats burst out at the sides, and the short sleeves are puffed way out. From Macy's

- In the background, reluctantly waiting their turns in the barber's chair, are a small brother and sister, smartly dressed alike in Dubonnet-red linen. The boy wears a button-on blouse-and-pants suit, with tailored tucks in the blouse front and short, banded sleeves. This is from Altman

- His sister is quite pleased with the fulness of her skirt, which swings out from the fitted princesse line of the dress bodice. Short puffed sleeves are another feminine touch that little girls particularly like. This linen model is to be had from Altman





LEFT) ALTMAN • (RIGHT) WANAMAKER



(LEFT) DE PINNA • (RIGHT) SAKS-FIFTH AVENUE



FRANKLIN SIMON

• Pretty hard to leave a puppy as beguiling as the one above, even if your school frock is of ribbed wool crêpe trimmed with linen. Sizes 7 to 14 years; \$7

• This week's allowance is going into flowers for Ma'mselle. The older girl wears a double-breasted swagger coat of pure camel's-hair dyed in bright colours. In sizes 8 to 14; \$25. The younger spend-thrift has a Shetland-type tweed coat, like Princess Elizabeth's, even to the velvet collar. Wool interlined. Sizes 7 to 14; \$20

• For roller-skating on the Mall, these wool knitted outfits (above, right) combine practicality and chic. The skirts have Lastex waistbands and are gored; the blouses have yokes in cable-stitch. Sizes 8 to 16. Big sister's costs \$8.50; the other; \$6.50

• The Peter Thomson type of dress is smart again, to make you sentimental over your small daughter. This one, at the right, is made of blue serge. In sizes 8 to 14 years. With a box-pleated skirt; \$14.75. With a gored skirt; \$12.75



LORD AND TAYLOR

NELSON

VOGUE'S

finds of the fortnight

• For Sunday-best and birthday parties—a velveteen frock like that at the upper right is a downright necessity. The detachable crêpe de Chine collar and cuffs are faggoted. Sizes 7 to 12; \$10.75

• (Far right): an English-type coat for dress-up, of imported frieze, with a new Peter Pan collar of leopard or Alaska Sealskin. Sizes 7 to 16; \$29.50

• Starting off to school isn't half the bore when you're wearing a dark linen princess dress like the first, lower right. Sizes 7 to 12; \$6.50. In velveteen; \$10.75

• Or the jersey shirt-waist dress right beside it. Sizes 8 to 14; \$8

• Big, bold plaid wool makes the tailored school dress directly below (left). Linen collar and cuffs. Sizes 7 to 14; \$8

• The second puzzle fan picks a jumper dress, of good-looking plaid wool, with a contrasting linen guimpe. In sizes 7 to 12; \$8

• On page 16f, there's a list of shops in other cities throughout the country where you'll find the models photographed here



(UPPER LEFT) BONWIT TELLER • (ABOVE) LORD AND TAYLOR



(LEFT) SAKS-FIFTH AVENUE • (RIGHT) BONWIT TELLER



(LEFT) ALTMAN • (RIGHT) BONWIT TELLER



DESIGNS FOR PRACTICAL DRESSMAKING (BACK VIEWS ON PAGE 80)

NEW POINTS TO MAKE

• These seven designs are as prophetic as they are charming: every line is significant of the autumn mode. Fuller skirts—newer sleeves—wider swaggers—each in its own way foretells autumn as surely as the first frost. And by the time the first frost is here, you can be wearing them

• COAT No. 391—The new Guardsman lines. Notice the military frogs and fur collar and cuffs. A nubby bouclé woollen would be appropriate. Designed for sizes 12 to 20; 30 to 38

• FROCK No. 392—Important classic drapery. A heavy sheer will lend itself to the cascading Grecian folds, held in place at the waist by a wide belt. Designed for sizes 14 to 40

• FROCK No. 385—The new, broad-shouldered look. Achieved by a pointed yoke that extends over the shoulders. The skirt has eight gores. Designed for sizes 12 to 20; 30 to 38

• ENSEMBLE No. 390—The shorter, wider swagger. The jacket is worn over a one-piece dress, making it an ensemble in the front rank of autumn chic. Of either bouclé suiting or velveteen. Designed for sizes 12 to 20; 30 to 38

• FROCK No. 389—New sleeve interest. The sleeves are full and shirred into the yoke. Of dull cloqué crêpe, it makes a very smart afternoon dress. Designed for sizes 14 to 42

• FROCK No. 386—Skirt fulness. And when the huge collar is turned down, it reveals a vestee, tying softly at the neck. A soft wool crêpe is the ideal fabric. Designed for sizes 12 to 40

• FROCK No. 388—Pure Renaissance. And therefore pure chic, from its slit hem to its high-standing neck. Deep V décolletage in back. Made of the new Cellophane velvet, it will be doubly glamorous. Designed for sizes 14 to 42



389



386



388



SHOP-HOUND IS OFF TO COLLEGE

Rooming Plan Clothes for college are dealt with so efficiently elsewhere in this issue that it would be mere impudence for me to embroider on the subject—and anyhow, I never did like embroidery. But however perfectly dressed the arriving freshman may be, the first sight of her college room frequently makes her drop her new suitcase onto her foot and wish fervently that she were dead. Feeling that something should be done about this situation, I've ferreted out some equipment for your scholastic abode, keeping in mind the fact that everything in a college girl's room must be prepared to take what is technically known as a beating. These furnishings and other oddments won't mind ill-treatment (providing it's kept within decent limits), and you can go on using most of them long after graduation, as they won't smack too strongly of Bright College Years.

Doing it up Brown The predominating colours in my hypothetical college room are going to be brown, creamy beige, and blue, a combination which appeals to me for divers reasons. For one thing, it can't possibly clash with the college wall-paper, however fanciful; for another, it's practical, easy to look at, and easy to live with for long periods of time. Bright colours are no end cheerful at first, but they begin to pall on you after a while; the advantage of a muted colour scheme is that you can add to it as many bright accents as you like, and change them around or subtract them altogether when you like. However, you can get practically everything I shall mention in two or three other colours, so nobody is forced to agree with me who doesn't want to. It takes all kinds of colours to make a world.

The Life of Toil The pièce de résistance of your room in the Halls of Learning will probably be a desk. When you're wrestling with insoluble problems, you need a desk that's big enough to strew all your books and papers on, and still have enough room left for your elbows—or your feet, if that's the way you work. McCutcheon's has a desk that is so solid that any number of visitors can perch on it, and so good-looking that it's a positive inducement to burn the midnight oil. It is made of maple, studded with pegs, and it has rounded corners—to lessen the danger of fracturing your hip some dark night when you can't find the light switch. It has seven drawers—enough for all the clothes that won't fit in the bureau—and costs under \$40.

Have a Chair To go with the maple desk, McCutcheon's has a desk chair of the same wood, also very handsome and Colonial-looking. The back is of the correct uprightness, but somehow succeeds in being comfortable, and the slip seat can be covered with any fabric. This costs around \$12.75. To go on the maple desk, Alice Marks, at 19 East Fifty-Second Street, has a daisy of a desk set, comprising only essentials—a pad, a paper-rack, and a blotter—with no thingummies to get in your hair. It's made of pig-skin, tailored-looking and businesslike, and costs about \$15. Beside your desk, you might put a blue tin scrap-basket, big enough to hold the discarded pages of an entire thesis and cheerfully painted with eccentric-looking elephants and spotty balloons; Altman's has this for approximately \$1.50.

Time out for Relaxation But don't think I'm supporting a régime of all work and no loafing. I don't like the idea any more than you do—and, just to prove it, I've found an easy chair for you that is an easy chair. It's of the Morris, or adjustable, type and can be let down and down until you're almost horizontal—which ought to be easy enough for you. It's wide enough to curl up in and has broad wooden arms to put things on; the one I saw had the seat and back cushions covered with deep blue homespun, on which was worked a beige-and-white design in rope-like thread. This chair of chairs costs around \$29.75 at McCutcheon's; for an extra \$12.95 or so, you can get a hassock to match, to put your feet on luxuriously—when, and if, it isn't being monopolized by selfish visitors, who *will* sit on it.

Night and Day Don't be discouraged by the appearance of the college bed, however forbidding, because it can be made to look very, very nice. By day, it can be turned into a useful and decorative couch—and Wanamaker has a bedcover that will do the turning. It's made of beige—or, rather, natural coloured—monk's-cloth, rough-looking, but very soft, and so hardy that you needn't wince when some one throws a wet rain-coat on top of it. Both it and the pillow cover that matches it have narrow brown moss fringe; the former costs around \$4.95, the latter around \$1.50. (And they go like a breeze with the curtains I picked out at Wanamaker's—made of coarse fish-net, with a woven beige-and-white design and costing about \$4.50 a pair.) When you've got yourself all disposed on the bed, with a book or a letter, your next need is for (Continued on page 78)

CONSOMMÉ

*...some like it hot
...some like it jellied*



WHEN you visit a smart restaurant these summer days you take it for granted that consommé, both hot and jellied, will be on the menu . . . Enjoy the same freedom of choice in your own home . . . Provide your kitchen with Campbell's Consommé . . . Then, whether you order it from the range or the refrigerator, your consommé is the delectable creation of great chefs—sparkling, limpid, richly invigorating . . . No doubt you'll find it hard to believe that such splendid jellied consommé comes directly from the can . . . yet Campbell's offers you this welcome convenience . . . it jells right in the can when in your refrigerator four hours . . . Supremely rich, supremely delicious Consommé, yet priced the same as the other Campbell's Soups at your grocer's!



CAMPBELL'S
Consommé

It jells right
in the can

...in your refrigerator

To serve JELLIED . . . Place the can of Campbell's Consommé, before opening, in your refrigerator for at least four hours. Then open the can and place the jellied contents in chilled cups. Serve immediately.

To serve HOT . . . To the contents of Campbell's Consommé can add one can of cold water; heat to boiling point and serve. Salt to taste.

LOOK FOR THE RED-AND-WHITE LABEL

Vrillé

—A COMPELLING NOTE FOR FALL

All the verve and dash of a brisk autumn day is woven into this new Vrillé knit by Glengyle. An unusual plaid . . . superbly tailored . . . boasting a clever touch of leather . . . this exclusive knit harmonizes perfectly with Glengyle's high standards. In a variety of attractive colors—tempting yet subtle. At leading stores. Everywhere.

OPPEE



Featured by
STEIN & BLAINE, NEW YORK CITY
LIVINGSTON BROS., SAN FRANCISCO

FEDERAL KNITWEAR CO. 512 Seventh Ave., N.Y.C.

DISCOVERIES IN BEAUTY

EVERY one who uses make-up knows that the more you have an opportunity to experiment with cosmetics, the better the results you can achieve on your face.

To simplify the business and expense of experimentation for you, Frances Denney has introduced a series of Matched Make-Ups that are practically guaranteed to produce flattering harmony. The Matched Make-Ups come in compact little boxes and include powder, two powder foundations (liquid and cream), rouge, and even a miniature lipstick. They are carried out in four different shades at present—Russet, Castilian, Paris Blend, and Champagne—and they are so inexpensive that you feel it no extravagance to invest in two or three different sets. And, of course, such compact, complete sets are superb for week-end equipment and for guests who will have fun dabbling in them. You can buy the new sets at Franklin Simon in New York and in various shops in the larger cities throughout the country.

• When is a hair treatment more than a hair treatment? The answer is—when it is a complete back treatment as well! If you go to have your hair and scalp renovated at the Parker-Herbex salon, at 607 Fifth Avenue, in New York, you will find your entire back being massaged, up and down the spine. This manipulation is based, of course, on the sound fact that if you are nervous and tense, the first thing to react badly is your scalp, and massage relaxes you and stirs up circulation generally.

These Parker treatments are most satisfactory experiences throughout,



Dorothy Gray's new eau de Cologne, a fresh, spirited scent, is in an unusually lovely bottle

beginning as they do with an analysis of your scalp and hair. Ointments are then applied in accordance with your individual condition, not only into your scalp but also along the whole length of your hair. Then, the hair is shampooed until it glows with cleanliness. Your head is put forward for this shampoo, rather than back on a head-rest, because the Parker people feel that this is the most effective means of getting the hair completely rinsed, and the hair is hand-dried with a towel.

After the shampoo, more ointment is applied, both on the scalp and along the length of the hair. This application of ointment after the shampoo is one of the most health-giving features of the treatment. Finally, the entire back is massaged, sending a flow of blood up to nourish the scalp, and a vigorous brushing leaves the hair alive and gleaming.

Even when you merely purchase a jar of ointment, you receive the same thorough analysis of hair and scalp, and, if you encounter a Parker operator in an out-of-town salon, you can always be sure that she has been trained (Continued on page 76)



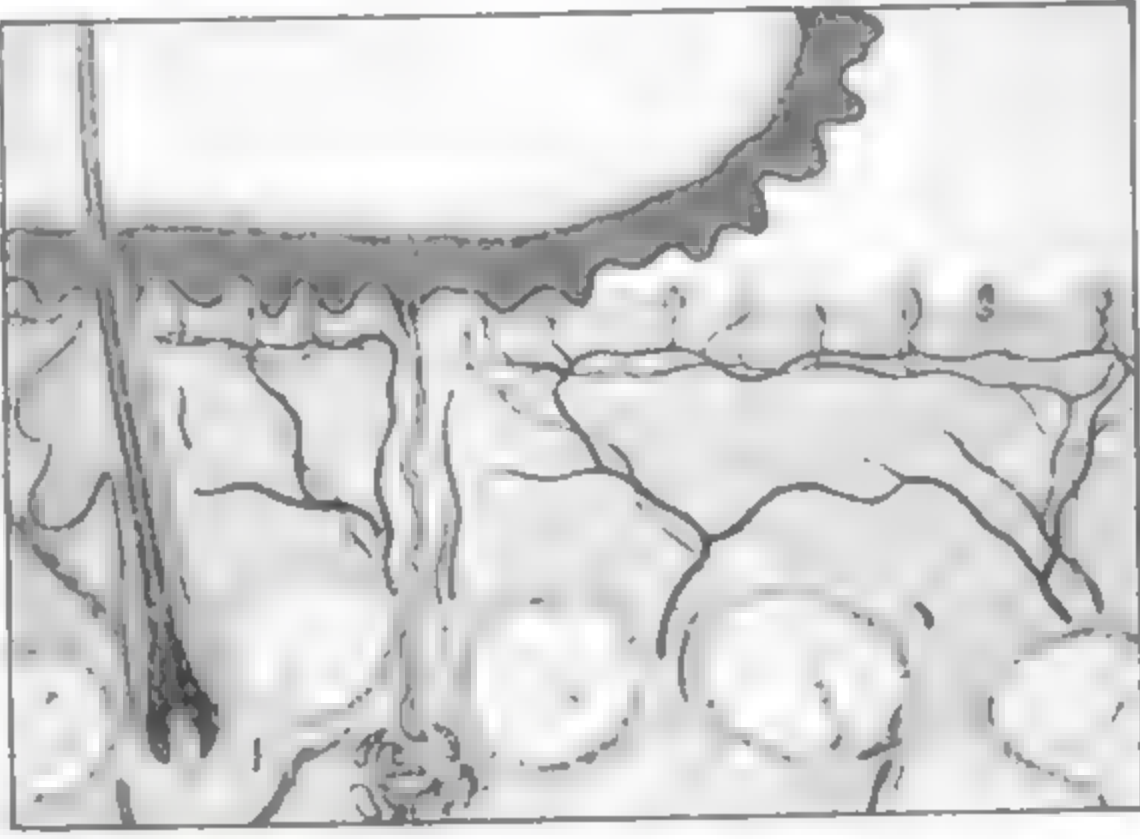
ANGERSEN

Houbigant's four most famous fragrances are reproduced in eau de Cologne, and the Fougère Royale shaving soap is in a smart wooden bowl

Miss Hélène Macy of New York says: "Since I began to use Pond's Cold Cream, my skin is clearer, smoother, the pores invisible."

If you could look Under Your Skin!

If you could see through the epidermis into your underskin, you would discover an amazing network of tiny blood vessels, nerves, elastic fibres, fat and muscle tissues, oil and sweat glands! On these depends the beauty of your outer skin. When they grow sluggish, look out for blackheads, coarseness, blemishes—wrinkles!



LINES form here when oil glands underneath fail to nourish, and the underskin grows thin and wasted.

PORES stretch, enlarge, when clogged by impurities from inside the skin.

BLACKHEADS form when the pores remain clogged with thickened secretions from within the skin.

BLEMISHES follow when clogging secretions are not removed from pores.

DRY SKIN occurs when oil glands slow up, cease to supply the oils that make skin soft and supple.

TISSUES SAG when circulation slows, under tissues grow thin, nerve and muscle fibres lose their snap.



When *Underskin* fails to function, expect Lines, Blackheads, Blemishes!

DO YOU KNOW what makes skin supple, smooth? The tiny oil glands *underneath* it.

Do you know what keeps it firm, young? Millions of tiny nerve and muscle fibres just *below* the surface.

What gives it that clear glow that never fails to win admiration? The active circulation in little blood vessels all through the *underskin*.

Skin authorities say the whole beauty of your outer skin depends on the proper functioning of all these things just *under your skin*! How foolish to waste time and money on beauty preparations that do not go to the root of the matter, and help this underskin to function actively.

Hundreds of women have learned to ward off skin faults and keep their skin beautiful with a cream that goes deep—that both cleanses to the depths and rouses the underskin to vigorous action—Pond's Cold Cream.

And here's the simple way they use it:—

EVERY NIGHT—with your finger tips, apply Pond's Cold Cream generously, patting it in till the skin is warm and supple. It sinks deep into the pores, flushes away dirt, make-up and impurities from within the skin itself. Wipe cream and dirt away. Pat in some more



The Countess of Warwick

admired for her youth, beauty and gracious personality, says: "Pond's Cold Cream is marvelous for bringing out the dirt from the pores of the skin. I use it for cleansing and freshening twice a day."

cream briskly, and give your cleansed skin a second invigorating treatment with it. The circulation stirs. Oil glands are awakened. Tissues and fibres toned. See how clear and glowing your skin looks. How satiny to the touch.

IN THE MORNING, repeat this. In the day-

time, too, before you put on fresh make-up. Rouge and powder go on evenly, stay fresh for hours.

But most of all you'll be delighted with the steady improvement in your skin. By this constant care, you can rid your skin, as hundreds of other women have, of all those common and disfiguring skin faults. You can avoid blackheads and blemishes. Reduce enlarged pores. Soften lines. Firm the skin.

Send for the special 9-treatment tube of Pond's offered below. See in a few days the promise of what it can do for you. Pond's Cold Cream is absolutely pure and entirely free from germs.



Pond's Cold Cream cleanses the skin deep, invigorates the underskin, corrects skin faults.

Mail this Coupon—for Generous Package!

POND'S, Dept. H58, Clinton, Conn.

I enclose 10¢ (to cover postage and packing) for special tube of Pond's Cold Cream, enough for 9 treatments, with generous samples of 2 other Pond's Creams and 5 different shades of Pond's Face Powder.

Name _____

Street _____

City _____ State _____

Copyright, 1935, Pond's Extract Company



Out in front, answering the first call of college days, steps this dashing gay Co-ed in one of Marinette's new "Clodhopper Knits". Hand-crafted from fine French zephyr, excitingly checked, this one is sure to score a fashion touchdown either on the campus or for week-ends in town. In Fall's smartest colorings, it's bound to play an important role in your daily school life.

MARINETTE KNITTING MILLS • MARINETTE • WISCONSIN

Marinette

CLODHOPPER KNITS



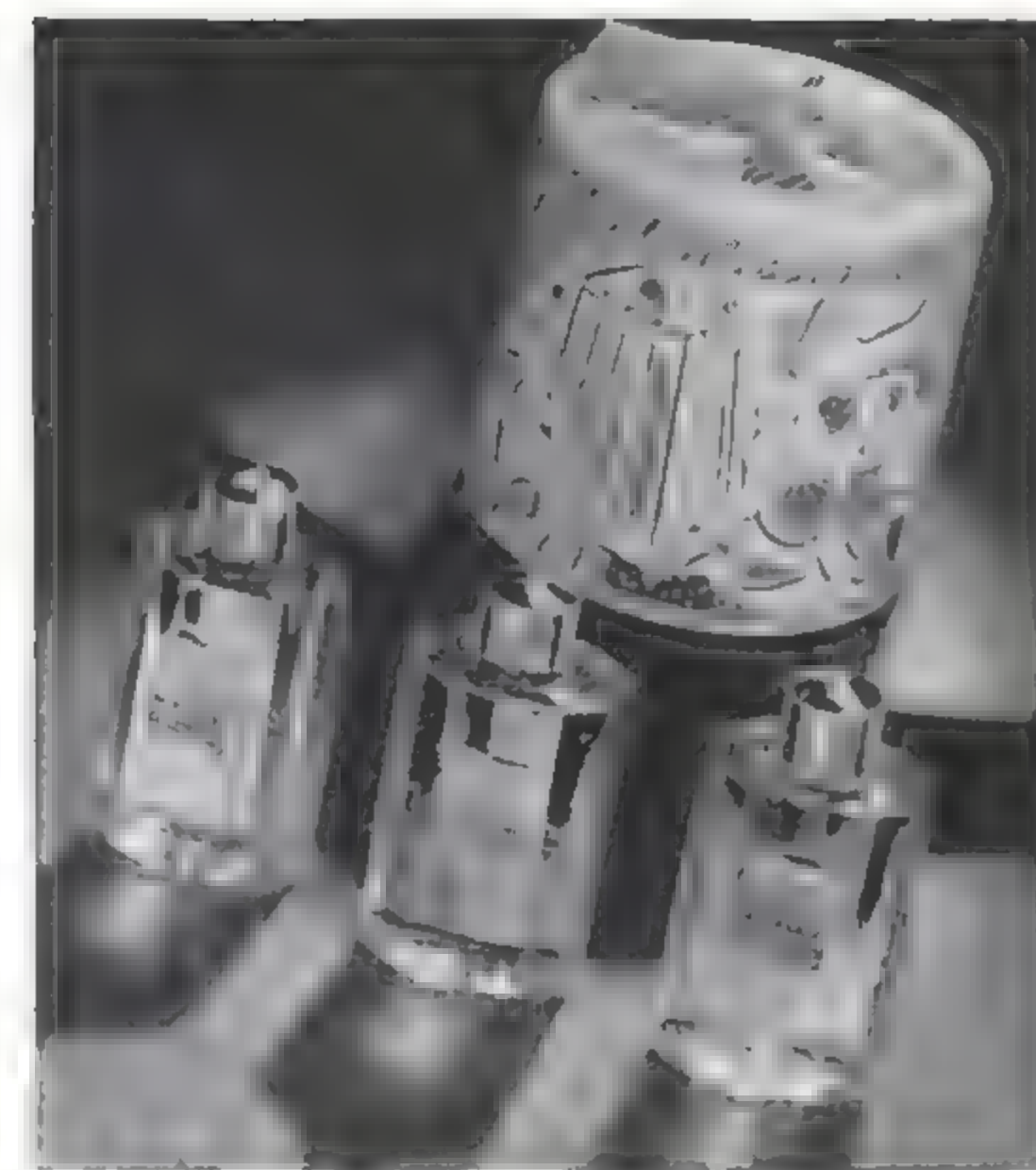
FURNISHED TO CANADA BY THE KNIT-TO-FIT MFG. COMPANY, MONTREAL

DISCOVERIES IN BEAUTY

(Continued from page 74) thoroughly in her method until she is an expert in her own right. There are almost as many men as women among the Parker-Herbex enthusiasts, who swear that the treatments have prevented falling hair and put their scalps in fine, healthy condition.

- The mysterious numbers, 612, that have been popping out at you in unexpected places lately, are not a football signal or a new roulette system. They signify Pinaud's new creamy mascara, and as such they signify something pretty marvellous to behold. This mascara comes out of a tube, and you apply it to the lashes and brows with a damp brush—and be sure that the brush is damp, since that accounts for part of its smoothness when the mascara is on. The lashes are so evenly coloured and made to look so luxuriant that, while you know something quite bewildering has been done to the eyes, you don't suspect mascara. And, apparently, the stuff just can't come off—it is always there till you clean your face at night. As to colour—"612" is made in black, brown, and blue, and it is put up in small and larger tubes, the latter accompanied by their own little brushes. You can buy it in shops everywhere.

- Even at this late stage of summer, we still have our tanning problems! And Harriet Hubbard Ayer has assistance to offer. The first bit of assistance takes the form of a New Tan shade in the famous Beautifying Face Cream. Suppose, for example, you haven't tanned, but your face has gotten a bit weathered, anyway. The lightest touch of the New Tan shade in the Beautifying Face Cream, as a powder base, gives you a nice colour.



Lenthéric's Cabaña package, gay as a Lido beach scene, holds a trio of "Bouquet Lenthéric"

Or, if you are really tanned, the rich mocha of the cream blends into your brown and keeps your skin soft and supple, as well.

Or suppose you are just starting on your holiday and have put off the burning question until now. Harriet Hubbard Ayer's Sun Cream will take care of you, whatever your intentions are in the way of sunburning. If you don't want to tan at all, put the Sun Cream on in a heavy layer—it is a boon for freckles, too, because a thick layer puts up a strong defence against freckles. If you want to look like toast, put on a medium application of Sun Cream. If you aim at bronze, use only a light film, but be sure you get it all over you. The nice part about Sun Cream is that it goes *in*, as it goes on, so that you don't look goo-ey. It is coolly scented with rose and has a shutter top instead of a cap to fall off and get lost in the sand. You can buy the Harriet Hubbard Ayer products in shops all over the country.

- Another idea for late vacations is Tussy's Marine Bag, a handsome bag of water-proofed glazed chintz, with a red rubberized lining. It is already equipped with Tussy's Emulsified Sun-tan Lotion and a tin of Tussy Talcum, and there is ample room for sun-glasses, lipstick, cap, comb, et al. You hang it over your wrist with a red rope bracelet, and a very small sum of money makes it yours.



ANDERSEN

"Concentration 44" is a new idea of Lucien Lelong, a less concentrated form of perfume—light and lovely for summer days

Smart New Yorkers are Matching



Miss Lucile Brokaw...

popular member of the younger set of Long Island and New York, wearing lovely Cutex Coral Polish and smart matching Cutex Lipstick. She says: "Harmony in make-up is really terribly important. And it's no trouble now that Cutex has it all worked out for us!"

*L*IPS, fingertips and toetips *all must match*—that's the latest rule for make-up! And you had better follow it, because you'll look pretty scrambled if you don't.

It sounds like more work, but it isn't. You can be all matched up today without wrinkling a brow or lifting a finger. Because Cutex has brought out a complete range of harmonizing lipsticks and nail polishes.

6 smart harmonizing shades

Just pick the smart shade of Cutex Liquid Polish that will best accent your costume—you can choose from Cutex Natural, Rose,

Mauve, Coral, Cardinal and Ruby Polish.

The smooth loveliness of Cutex Polish is never marred by uneven color at the edges. It won't chip or peel. Cutex fingertips and toetips will be marvelously even and gleaming—and will *stay* that way.

Now you simply complete the color ensemble with the Cutex Lipstick that matches your nail polish. Natural Lipstick goes with Natural, Rose and Mauve Polish. Coral, Cardinal and Ruby Lipsticks match Coral, Cardinal and Ruby Polish. It's just as simple as that.

And remember—the new Cutex Lipstick shares the famous Cutex quality. It's creamy and smooth

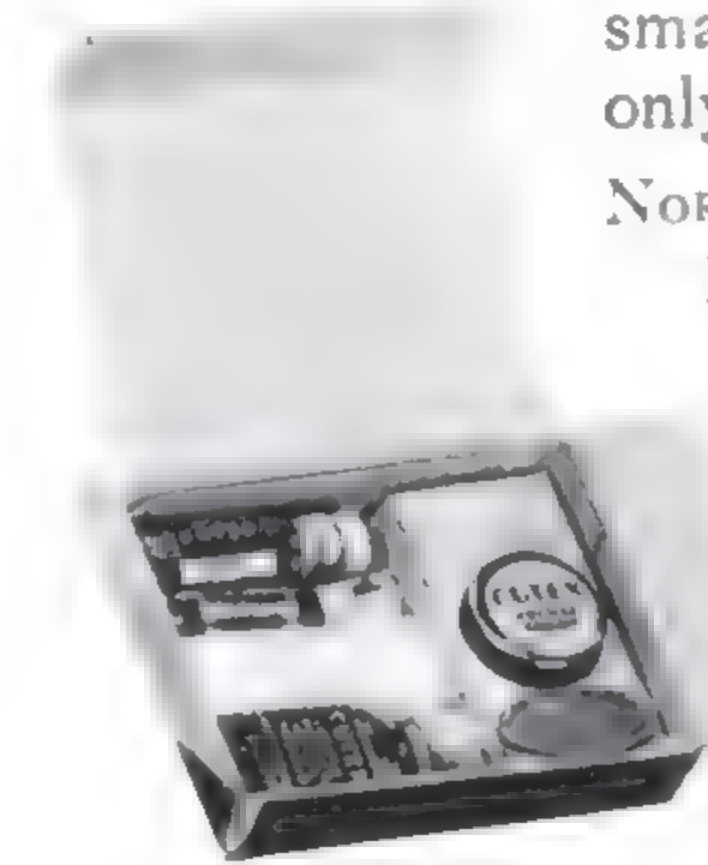
—never greasy. It goes on with the greatest ease and stays on as long as you could wish. And it positively won't dry your pretty lips.

No wonder the matching idea has caught on! Once you've seen yourself perfectly made up with lips, fingertips and toetips all in one smart color key, you'll wonder how in the world you ever let yourself go around in ordinary clashing shades of make-up.

Cutex Liquid Polish . . . Crème or Clear, with patented metal-shaft brush that holds the bristles in tightly, is 35¢ a bottle at your favorite store.

Cutex matching Lipstick, in its smart black enamel case, is only 50¢ a stick!

NORTHAM WARREN • New York
Montreal London Paris



Your favorite shade of Cutex Liquid Polish and sample of matching Cutex Lipstick, together with 3 other manicure essentials, for 14¢ . . .

CUTEX *Nail Polish and Lipstick*

NORTHAM WARREN CORPORATION, Dept. 5-V-8
191 Hudson Street, New York City

I enclose 14¢ for the new Cutex Manicure Set which includes one shade of polish, together with sample of matching lipstick, as checked below.

Natural ☐ Coral ☐ Cardinal ☐ Ruby ☐

Name _____

Address _____

FORD V-8



Styled for Youth

MOTORING is at its very best in this beautiful Ford V-8 Roadster. For the alert spirit of Youth is in it. It sings of the open road—it is in tune with these modern days. . . . No other car holds quite the same place in the regard of motorists. It is the one car that is associated most often with happy holidays and carefree, pleasant journeys. . . . Style is in every part of this Ford V-8 Roadster—in its sweep of line, the richness of its appointments and the genuine leather upholstery in the driver's compartment. Nothing glittery or overdone, but thoroughbred quality—unmistakable. . . . The attractively tailored tan top has natural wood bows and bright metal fittings. It folds flat and is covered by a neatly fitting boot. . . . The windshield and the windshield wings are Safety Glass. There is no extra charge for this or for the wide, comfortable rumble seat. . . . The spirited performance of the V-8 engine is as distinctive as the car itself.

LONDON WITH THE RED CARPET OUT

(CONTINUED FROM PAGE 65)

Next, the Simon Marks give a dance and turn their garden into a cloister with a colonnade made out of emerald-green and white sateen, under which we sit and have supper in the open air, overlooking a beautifully illuminated flowering rock-garden. And then, Mrs. Charles Cartwright gives a party to which the Prince of Wales comes late in the evening with the party with which he has been dining. Mrs. Cartwright has taken all the lower floor of the Carlton and receives at the head of the stairs from the palm-garden leading to the big restaurant. Between two enormous bouquets of flowers, arranged by the famous Mrs. Spry, who does all the flower decorations for smart parties in London (the decorations are flood-lit, to make them more dramatic). Mrs. Cartwright receives some four hundred people. She wears a grey satin dress covered with grey tulle ruffles and a lovely tiara with big spikes of black pearls. Later, the guests sit down to supper while two orchestras play and Dwight Fiske sings—a bang-up party!

To any one who has never before been to Ascot, it is, out of all the London season, the great adventure. Every English man or woman who has a right to a card—the English get cards by applying to the Court Chamberlain—goes at least once in his lifetime to Ascot, the greatest race-meet of the year in England, where the best horses are run. Being in the Royal Enclosure at Ascot is being on the inside looking out. "Distinguished foreigners" apply through their own embassies for enclosure tickets, and every one wears his badge conspicuously pinned to his coat lapel or wrap. Impressive-looking attendants in green plush liveries stand at the various entrances to the Royal Enclosure to watch with hawk-like eyes and prevent any one without a badge from passing the iron railings. Few people have ever fooled the green plush guards.

SCENE AT ASCOT

Within the Enclosure to-day, one sees the finest-looking collection of men and women that it is possible to see. The men are all magnificent in their grey toppers, light trousers and waistcoats, and their smart ties (no one wears spats). As an American said, "This is the only country left where the men are the birds of plumage." All the women we know at Ascot are very well dressed, in print dresses under thin summer coats, and in both large and small hats. But Ascot is famous for big "laughs" in the way of incredible clothes that must have taken the whole year to think out and that make the mannequins at the Paris races look tame by comparison. Most of these incredible-looking ladies are only to be seen in the paddock, and I have never yet discovered who they are or where they come from. But, occasionally, they are seen in the Enclosure, and they get more than they bargain for in the way of attention.

On the first day of Ascot this year, the weather looked too threatening to encourage these ladies to risk their all, while there were still two days of races to go, with the result that, by general consensus of opinion, it was the best-dressed Ascot any one had seen in

years. On the third day—Thursday, the big day at Ascot—it had rained the entire night before, and the paddock was very muddy, so that we witnessed the unbelievable sight of ladies in organdie dresses over ruffled silk underskirts that had a good six inches of mud clinging to them.

On the second day, the Princess Ilyinsky, formerly Audrey Emery and now wife of the Grand Duke Dmitri, was lunching with the Queen in the Royal Stand. She had dressed, according to her own words, in the English taste, and she was marvellous. She wore a white chiffon dress with a black ribbon belt on which were fastened huge red flowers, with more of them around the top of her dress, a white chiffon coat with very full sleeves edged with silver fox, a huge black hat faced in white, and gold-and-black sandals. The only compromise she made was in her skirt, which was six inches off the ground. And really, she could not have been better dressed for Ascot, though she described herself as one of the big "laughs."

TATTOO AT ALDERSHOT

After Ascot comes the Tattoo, which takes place during the Ascot week and to which every one goes one night after the races. The Tattoo is the Army show for charity. It takes place out-of-doors at Aldershot, where about five thousand men give a spectacle against gigantic canvas scenery, before a semicircular stadium a mile wide, filled with a hundred thousand spectators. It starts at nine o'clock, as dusk is falling, and the unbelievable beauty of the pageantry that is spread out before one's eyes in a wonderfully stage-managed, flood-lit spectacle is to be likened only to some splendid tapestry come to life.

This year, we found our car almost at once on leaving, and in a few minutes we were having supper in the Officers' Mess near-by—a big white mess-room with old-fashioned red plush curtains, a buffet spread with a delicious cold supper, which we ate at various tables around the room, set with old candelabra and no end of lovely old silver. Various officers were entertaining supper parties, and hovering in the background were the batmen of the Mess, in their smart, white cloth "bum-freezer" jackets.

To enjoy all this properly, one should stay at a country house near Ascot, within easy motoring distance of not only the course, but of all the parties that are given every afternoon after the races, and far into the night. In the morning, everybody plays golf and changes for lunch either at home or on the course. One day, I started out from Sutton in the car with Lady Adare, who was wearing a pink crêpe dress and a huge black hat. But the rain came on, and, from under the seat, she pulled out a black coat, and out of the sleeve of the coat, a small black hat, and over all she put a white tussur rain-coat. At Mrs. Corrigan's cocktail party that afternoon, all the men whom we had seen at the races a few minutes before, attired as gentlemen at Ascot should be, were wearing polo shirts and flannel jackets. They had all changed in their cars coming back, or at once on arrival. "HIM"

Beauty Sleep

... AND A BEAUTY SOAP!



—the two
best aids to a
fine complexion

*Oh Sleep! It is a gentle thing
That puts an end to woes
That smoothes away the tired
lines
And brings your face repose*

*More power to this beauty aid
We gladly give it credit
But in this ad we're boosting
soap
Though "Sleep" is how we
head it*

*Yes, sleep may be a gentle thing
But this soap, too, is gentle
Its purity and mildness have
Been always elemental*

*No seal skin that you ever felt
No flower petal tender
Is quite so smooth and silken as
The lather it will render*

*Your mother's mother treasured it
In days when beauty's ritual
Produced those alabaster skins
And soaping was habitual*

*So modern maids, and matrons,
too
Still hold to the tradition
That keeps them miles and miles
ahead
In facial competition*

Guest Soap—Roger & Gallet's toilet soap also comes in junior size. The soap of soaps for the perfectly appointed guest bathroom. Attractively packaged—six cakes to the box. Price \$1.00

Seven delightful scents—Fleurs d'Amour • Le Jade • Pavots d'Argent
Feu Follet • Carnation • Sandalwood • Violette

ROGER & GALLET

TOILET SOAP

SHOP-HOUND IS OFF TO COLLEGE

(CONTINUED FROM PAGE 72)

something to pull over your feet. Carlin Comforts, at 536 Madison Avenue, has the perfect something—a light, but terribly cozy basket-weave blanket, made of beige wool and bound with brown velvet; it costs about \$14.50. When the shades of night fall, you'd better tuck yourself up in percale sheets, which are divinely soft and smooth and couldn't be more durable if they were made of iron. You can get these at Lord and Taylor's for less than \$4 a pair. And to baffle the bitter night-winds that howl over most college campuses, Altman's has a huge, billowy, blue Celanese taffeta comforter, stuffed with wool and down. It will keep you snugly insulated from all wandering draughts, and it costs around \$16.95.

• We must, of course, be duly grateful for iron radiators, whose sizzling and steaming sound so nice in the cold grey dawn (when you haven't had to get up and turn them on yourself). But there's no reason why we should pretend that they are things of beauty, and I, for one, am all for concealing them with radiator covers. You may order these made to measure from Altman; one about 30 inches long and 30 inches high costs around \$9.95, in a wood or ivory finish. The space on top will come in handy as a book-shelf, or, by covering it with pillows, you can turn it into a very nice window-seat. The top is cork insulated, with a humidifier to see that there's enough moisture in the air. And speaking of moisture, Altman has some very handsome carafe sets, which look so cool that they make you thirsty. One set, costing about \$9.95, has an enamel-and-chromium jug with deep blue and white enamel bands. Another, done in pastel shades, has a pint bottle, glass, and tray, all for around \$6.50. The top pours in any direction, which is a great help when you're trying to pour yourself a drink in the dead of night.

• I have yet to see a college room in which books didn't accumulate; and where there are books, there must be book-ends. Rena Rosenthal has a pair of book-ends that are really pretty heavenly—and have stars on them to prove it. They're small and square, but heavy enough to hold up a set of encyclopædias. The deep blue kidskin covering is washable and makes a wonderful background for the silver stars that stud the middle of the four visible sides. The pair costs around \$5.

• You may not have all the comforts of home at college. But there's just as much electricity at college as there is at home, and you can make yourself very comfortable indeed by taking along plenty of electrical gadgets. Rex Cole, at 570 Lexington Avenue, has an absolutely Arabian-Nightish collection of electrical appliances, designed to save you from all kinds of labour and discomfort. There's an electric pad (and some kind of electric pad is a necessity almost everywhere) that runs the gamut of twelve different degrees of heat and costs less than \$7. If you're not too proud to wash out some of your own things now and then, you'd better take along a "Fea-

therweight" iron, weighing only three pounds, which also costs about \$6.95. And every one, proud or not, occasionally has to take a curling-iron to a straggly end of hair. Curling-irons, chez Rex Cole, range from about \$1.95 to about \$3.50 and don't take all morning to heat up when you're in a hurry. Then there's a four-cup coffee-maker with a separate little stove that you can use for every kind of fell purpose—all for about \$9. For brewing up a social cup of tea—or as many as six social cups of tea—, there is a gleaming copper tea-kettle that costs around \$13.50. I was fascinated by the Immersion Heater—I'd never had a chance to play with one before—you plug the cord in somewhere, plunge the heater into any liquid at all (tea, coffee, cocoa, water, or what have you) and keep it there until the liquid has reached the desired temperature, which it does in an amazingly short time. The heater is made in three sizes, the largest of which costs around \$5.85. All of these appliances are by General Electric and work on either direct or alternating current.

• After finding you a tea-kettle, and the means of boiling water for tea, I began to cast about for something that you could serve the tea in. And I hadn't been in Ovington's for more than five minutes before I found the perfect college-going tea-set, with a teapot, a sugar bowl, a cream pitcher, eight cups, eight saucers, and eight tea-plates. It's made of thick, sturdy Italian pottery, very gay with splashy red and blue flowers and stripes, and it costs about \$12.

• When it came to finding you a table, for tea or books, that wouldn't occupy too much floor space, I had a premonition that Alice Marks would have something to say about it. To show you that my premonitions are always right, I found in her shop—at 19 East Fifty-Second Street—a table that will make a sterling contribution towards your comfort and well-being, not to mention your reputation as a hostess. It can assume, at will, any one of three different heights; it folds up as a tray; and I strongly suspect it of being able to crawl under the bed when it isn't needed. It will be painted in any colour you fancy, and the top decorated with an old English print—or with horses, dogs, or whatever flora and fauna you prefer. It costs around \$30.

• A hot bath, wherever you take it, is always luxurious; but there's nothing luxurious about drying yourself with a small, thin, skimpy towel. In my opinion, a bath-towel, to be any fun at all, should be big and thick and soft—and therefore I found the ones at McCutcheon's very soul-satisfying. There are some huge white ones with dark blue borders, for about \$9 a dozen; and you can have a large, handsome initial put on for about \$3 a dozen. (After looking at these, I decided once and for all that coloured bath-towels will never supplant white in my affections, although I may waver sometimes.) Bath-mats to match them cost about \$1.25 each, and (Continued on page 80)



Knitted FOR SMART COMFORT

Styled for campus and spectator sports, with flattering turtle neck, and sleeves designed for easy action. Fashioned first in hand knitting, then faithfully reproduced by machine. Finished in natural Fall colors: a soft, smoky tan, rust or Kent green. Colors that last, even against the brilliance of the California sun. Price \$19.75. Sold in the leading cities throughout the country.

MADE ONLY BY THE LOS ANGELES KNITTING MILLS, LTD.
HOLLYDALE, CALIFORNIA

Double wear with the
"TURN-IT" Skirt.



Nattiknit
"Sportswear from California"

Luxable Fashions

HIT NEW YORK NIGHT CLUBS



• Noted at Central Park's smart Casino: Mrs. Rod-
erick Oakley's sheer grey crepe costume (left)
from Maybelle Manning, and Mrs. G. John L.
Griswold's embroidered organdie from Milgrim.

• "Is my frock Luxable? Of course!" says Mrs.
Griswold (above). "My most glamorous frocks
come out of Lux smiling," adds Mrs. Oakley.
Maybelle Manning and Milgrim insist on Lux, too.



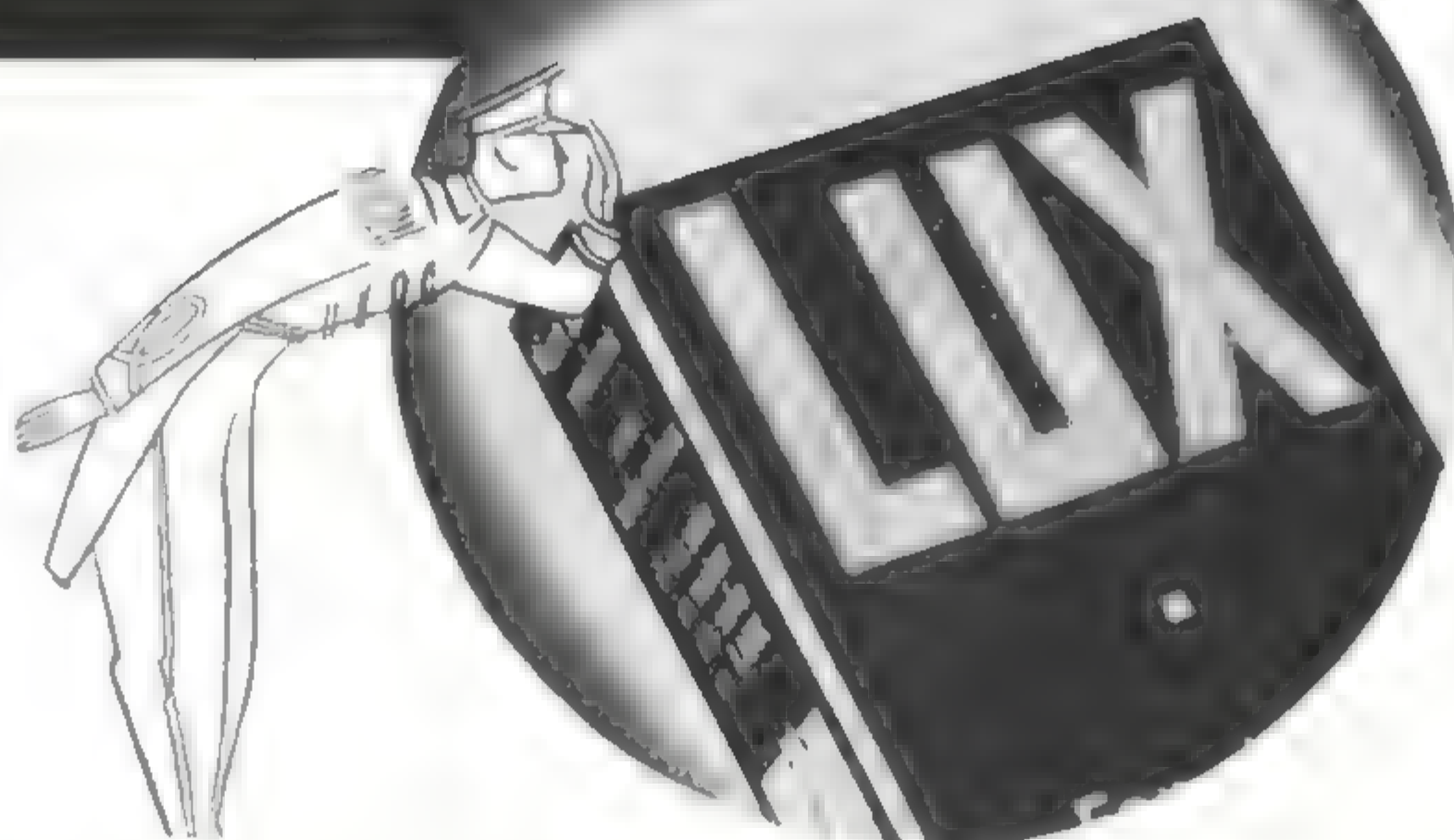
• Mrs. David I. Mackie, Jr., snapped in the foyer of Pierre's
Roof, wearing a lovely white crepe of classic cut. Luxable
fashions are the talked-of ones! Smartly dressed women never
trust to anything but gentle Lux. It's so safe!



• Sensation in velvet—it's Luxable! Miss Rosalie de Forest
Crosby chose this blue printed evening frock of Vel-de-Lux
for the St. Regis Roof. "Vel-de-Lux washes like a hankie,"
she says. "Lux keeps the colors marvelously bright."



• Grey makes a strong bid for high style favor—and not
among the dowagers! Miss Mimi Richardson wears this
graceful frock of chiffon, from Bonwit Teller Salon de
Couture. This famous store says: "Even chiffons delicate
as this are washable these days—if you use Lux."



Scores of the newest, swankiest clothes
are Luxable! You see them at *all* the smart
places. The young set adores them, leading
shops find, because they're so easily cared for!

"We urge customers to insist on safe Lux,"
says Milgrim. Bonwit Teller, Maybelle
Manning, other fashion authorities agree!

"We advise it for *everything* safe in water
alone—stockings, lingerie, and smart wash-
able daytime and evening costumes."

Avoid the dangers of cake-soap rubbing and
soaps with harmful alkali. Often these cause
fading or weaken delicate fabrics. Lux has
no harmful alkali. The loveliest fabrics and
colors, if safe in water alone, are safe in Lux.

THE SMART YOUNG SET that exclusive New
York shops love to dress insists on Lux—
as important stores have advised for years
—for everything safe in water alone.

America's Leading "MANNISH" COAT



The HUDDER
Man-tailored by Society Brand

Here is one of the grand new, brand new HUDDERS that smart women are wearing everywhere. Wrinkle-proof, weather-proof, almost wear-proof... with the classic simplicity and easy smartness equally at home in town or country. Man-tailored by Society Brand, famous for over a generation for young men's style. Made of the same exclusive fabric that goes into men's HUDDERS... a blend of Mohair, Alpaca and Wool plus a secret finishing process that's almost magical in its effect. Soft and silky as a kitten's purr. Warm without burdensome weight. The perfect mannish coats—with only the merest hint of a feminine touch to make them gloriously flattering. In many models; in rich solid colors and fancy weaves. At the better stores and shops, \$39.50. With inner lining, slightly higher. If you don't know the name of the store carrying these coats, write for it today.



CRAM IT!
It's Wrinkle-proof



HUG IT!
It's Cold-proof
and Wind-proof



WET IT!
It's Rain-proof

ALFRED DECKER & COHN, Makers of
Society Brand Clothes
CHICAGO—416 So. Franklin St. NEW YORK—200 Fifth Avenue

© A. D. & C., 1935

SHOP-HOUND IS OFF TO COLLEGE

(CONTINUED FROM PAGE 78)

wash-cloths around \$1.80 a dozen. Then there are some lovely imported hand-towels of all-linen huckaback, striped in blue, which cost about \$6 a dozen. You can have them initialled to match your bath-towels, or you can have your name written across them—in a never-rip stitch—for about \$1.50 a dozen, doing away with the irksome necessity of name-tapes. And while I was at McCutcheon's, I started looking around for scatter rugs to strew on the floor of a college room—and got so fascinated, burrowing into piles of rugs, that I stayed for hours. The all-wool hooked rugs range in price from about \$4.25 up; there was one, with a beige, blue, and rose design, that was simply made for my college room and cost around \$7.25. All of them look pretty impervious to muddy feet, too. There's an enchanting collection of hand-made hooked rugs that McCutcheon's scouts picked up in farmhouses around New England and eastern Canada; they have terribly cheerful, attractive designs and colours, and most of them are priced under \$10. Some of the smaller rugs are priced as low as about \$3.

• Washing your own hair will be a far simpler and less sodden matter if you have your own electric hand-dryer along. I found an attractive ivory-hued Hamilton Beach one, which emits a great blast of either hot or cold air, for about \$8, at Lewis and Conger's.

• If you're late for classes, the time-

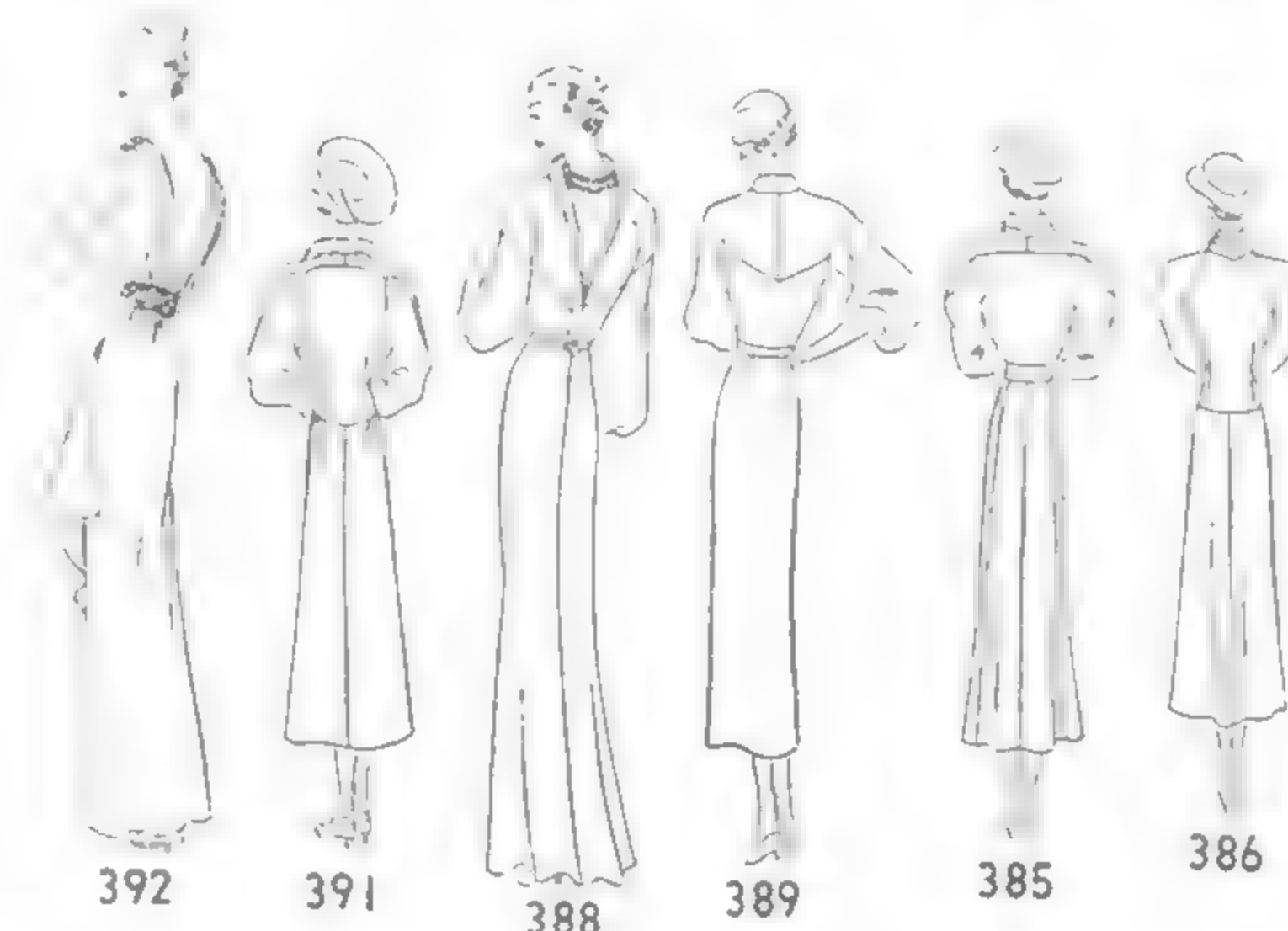
honoured excuse that your clock was wrong won't do you much good; there are too many clocks, in this day and age, that combine a handsome appearance with faultless timekeeping. For instance, Seth Thomas' "Delos" clock, besides being consistently right, is good-looking to a degree—with a square, solid walnut case, a silver dial, silver hands, and black numerals. It's an eight-day clock, or you can get an electric one in the same case, and Wanamaker has it for around \$10.

• Saks-Fifth Avenue has some things that people really ought to give you for going-away presents—or that you ought to give yourself, if nobody else will take a hint. One is a double pig-skin picture-frame, perfect for those slightly forbidding photographs of your parents; it's about seven by nine inches and costs approximately \$13.50. Another is a single blue leather frame tooled with gold, about nine by twelve inches and costing around \$7.50. Still another is a tooled address-book, made of brown or blue pin seal; it has an index, an attached pencil, and everything, and costs about \$3. Last but far from least is that vital necessity, an Eversharp fountain pen, with an unbreakable filler. These are made in blue, black, or brown, priced from around \$7.50 to \$10. And they are guaranteed to last you through a whole lifetime, even one of constant scribbling. So if you don't do any work with your Eversharp, it won't be anybody's fault but your own.

DESIGNS FOR DRESSMAKING



Seven sparkling new designs, each one prophetic of autumn, are sketched on this page, as well as on pages 70 and 71 of this issue. A host of the newest fashion points are embodied in these models—fuller skirts, wider swaggers, drapery, sleeve interest. These models are designed for sizes: 390, 385, 391 in 12 to 20, 30 to 38; 392 in 14 to 40; 388, 389 in 14 to 42; and 386 in sizes 12 to 40



PATTERNS MAY BE PURCHASED FROM ANY SHOP SELLING VOGUE PATTERNS, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 360 ADELAIDE STREET, WEST, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 92.

Dog Day Snapshots



● Is the country going to the dogs? Handlers, breeders, judges, owners—doggy people in the rings and out—concentrate on their mutual admiration. The set of a tail is a subject of heated discussion. Dogs waggle, dogs bark, dogs occasionally fight. Cameras click everywhere—for dogs are wonderful snapshot material for smart people.

● (Right) Always equipped with her Kodak Six-20 with f.6.3 lens, Miss Elizabeth de Rham, popular in New York's younger set, and well-known sportswoman in Aiken, is ready for every snapshot situation.



● (Above) What a picture, these regal Kuvasz—pure-white Hungarian shepherd dogs! Miss de Rham also snapped Mrs. Charles Scribner, of Far Hills, with her winning Cairn, "Fascinating Eyes of Dew Hollow."

● (Below) Mrs. Hunt T. Wagstaff, of Tuxedo Park, could not resist having a permanent record in her snapshot album of the famous Afghan Hounds from Prides Hill Kennel.

● (Below) Miss Sally Comly and Mrs. Malcolm Field snapped by Mrs. Wagstaff.



● (Left) Mrs. Wagstaff, with her constant companion, Kodak Retina. Beside her is Mrs. David Wagstaff's Springer Spaniel, "Ledgelands Rowdy," whose distinguished playmates include the Labrador Retriever, "Ledgelands Donne," and the Chow Chows, "Ledgelands Ba San" and "Zu Zan."

● Mrs. Wagstaff is the enthusiastic owner of the Kodak Retina, Eastman's latest miniature camera—makes thirty-six pictures with each loading... and has an automatic device that counts them for you. It is priced at \$57.50. Miss de Rham uses with great effectiveness the Kodak Six-20 with f.6.3 lens, most popular of fine Kodaks. Sells for \$17.50 at your dealer's... Eastman Kodak Company, Rochester, N. Y.



● (Right) Mrs. M. Hartley Dodge presents the P. A. Rockefeller Silver Trophy to Mrs. Cheever Porter's beautiful Irish Setter, "Champion Milson O'Boy," Best Dog of the Morris and Essex Show.



● Capture the spirit of youthfulness with this luxurious soft wool chenille . . . it will meet all occasions with charm and gayety . . . the eyelet theme enhances the beauty of this *Lampl* simulated hand-knit . . . wear the hand-crocheted rippled collar snugly high or drop it nonchalantly to a V . . . it's packable, unwrinklable and will triumphantly demand a place in your new fall wardrobe—see it in the new rich autumn colors at your favorite store or shop.

• A few representative stores featuring Lampl fashionable knits •

Emily Shops NEW YORK • WASHINGTON • BOSTON

KAUFMANN'S, Pittsburgh • LINDNER CO'Y, Cleveland • KREMER IMPORTERS, Chicago
GEORGE INNESS CO., Wichita • BLOCK & KUHL, Peoria • THE MAY COMPANY,
Baltimore • LOVEMAN-JOSEPH & LOEB, Birmingham • WOOLF BROS., Kansas City

LAMPL KNITWEAR COMPANY • CLEVELAND, OHIO

ON AND OFF CAMPUS

(CONTINUED FROM PAGE 30)

good as those of her non-collegiate friends who have nothing else to do.

We show you just what she bought for week-end wear, in the photographs on pages 32 and 33. (These, too, you can buy in New York and in other cities as well.)

This year, she bought her suit first for the simple reason that she saw it first. It was one of those things about which she hadn't a moment's indecision; she knew it was absolutely right for town, football games, and traveling, which are the main demands she makes on a suit. There was something about this double-breasted checked tweed suit (you can see it on page 32) that made it distinctive from all the other suits at the same price; perhaps it was the dressmaker touch of bias binding; perhaps it was the Schiaparelli skirt, bias in front and straight in back; or perhaps it was the colouring—red, brown, green, and a touch of yellow.

TOP-COAT FOR OFF-CAMPUS

Naturally, her top-coat had to blend in colouring since she has to carry it over her arm when she goes away. She chose a dark rust that seemed to be the synthesis of all the colours in the suit. Besides, it looked well over her bright rust coloured silk dress. The coat took up most of her shopping time, for no shop seemed to have just what she wanted for the small amount she could spend. She has a fur coat, so she wanted a well-cut, untrimmed one that she could wear all autumn and bring out again in the spring, when there would be no more money for a new one. She wanted it formal enough to wear to lunch or tea-dancing in town, and yet plain enough not to look silly over her tweed suit when her vanity refuses to keep her warm at football games. It's a lot to ask of a coat, but she found a suède-belted, wide-sleeved, high-necked model with a new flared skirt that fits her requirements perfectly.

Twenty-five dollars was the most that she wanted to pay for a silk day dress. There were plenty of tricky, rather skimpy models with rhinestone ornaments at this price, but a great dearth of the subtle soft day dress that French dressmakers understand so well. Perhaps her price was the difficulty, but she knew what she wanted and kept looking until she found a Schiaparelli adaptation with a Shirred blouse, and a skirt that wouldn't cling in back when she danced—the one in the lower photo on page 32. She will wear this on the campus, too, whenever she is invited to tea or dinner at the Dean's. A small, beret-like toque with a feather over the eye proved a good hat to start the season. It is in the same colour as her coat, smart with her suit, and perfect to dance in—always a major consideration. Her gloves and bag and shoes are brown, and she uses the same ones with coat, suit, and dress.

THE PERFECT EVENING WRAP

A really divine evening coat was her great ambition, since it seemed the distinguishing point between the schoolgirl and the débutante. The oyster-white and silver brocade coat



Ribbed Dubonnet wool hose; striped socks; square-toed suède shoe; Lord and Taylor. Calf Oxford from Slater. Gold kid sandal; Winkelman

that she found is completely soul-satisfying, and nothing will induce her to leave it in the cloak-room when there is a chance for an impressive entrance. (Look for it on page 33.) She even found an evening bag of the same brocade, which is the last note in perfection to her. Her blue taffeta evening dress (a Lucile Paray adaptation, also on page 33) definitely has an aura of success around it. (She is superstitious about evening dresses and would rather wear the same "good-time" one to every party than risk a doubtful one.) This dress has a shoulder-line that men think is becoming, and it has a full skirt that swirls impressively as a signal to the stag-line. She is a good dancer, and she won't wear tight skirts that make her look awkward; nor will she hold herself in that stuck-out ugly position, no matter how currently popular it is.

CAMPUS LUXURIES

Of course, she would like lots more clothes—a good-looking woollen dress, for instance, that she could wear both on and off the campus, a knitted suit for campus wear, a leather jacket, a new and very gay rain-coat, and, if she has a windfall of money, she will buy them. But she won't be the least unhappy without them.

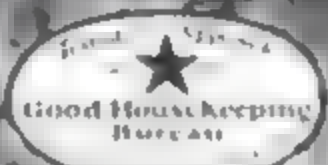
Her campus shoes are sure to be old favourites and unwearable any place but at college. However, she is very fashion-minded about week-end shoes. She loves the new square-toed semi-flats to wear with her suit, and she is inordinately proud of her small feet in their gold kid flats for evening (both are shown above). But she still holds to classical high-heeled pumps for tea-dancing or informal dinner.

Her friends who go to co-educational schools, on the other hand, never give their good clothes a rest—there is always an attractive boy in the third row behind to make a girl want to look her best. Any one of these girls would wear her checked tweed town suit to class, and, since it is made of such a good tweed, it would stand constant wear all winter. They are very clever about managing on their allowances. They buy suits or two-piece woollen dresses with which they work out all sorts of combinations to give the effect of variety. (The two-piece dresses on page 31 are good examples.) These girls (Continued on page 84)

"The pause that refreshes" at fountains...
 is the pause that will refresh
 you at home



... AT HOME



COCA-COLA CO., ATLANTA, GA.



Child's play is often mother's work. And these little human dynamos can outlast you every time. So here's another job where a pause for the wholesome energy-giving refreshment of ice-cold Coca-Cola helps a lot. It is so easy to order by the case (24 bottles) from your dealer.

Coca-Cola is a pure drink of wholesome, natural products, with no artificial flavor or coloring... complying with pure food laws all over the world.

ICE-COLD COCA-COLA IS EVERY PLACE ELSE; IT BELONGS IN YOUR ICE-BOX AT HOME

The only **CASHMERE**
Slip-Overs and Cardigans



styled in the British manner and knitted in the U. S. A., on British machines, out of the finest imported Indian Cashmere, BEAR THIS LABEL FOR YOUR PROTECTION.



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 1370 BROADWAY ~ NEW YORK

ON AND OFF CAMPUS

(CONTINUED FROM PAGE 82)



Tailored white crêpe slip, nightgown, and panties, with embroidered red dots; from Saks-Fifth Avenue

have to have long afternoon dresses for sorority teas, and lots of evening dresses, and they shop for these in the Junior Misses' departments, where they find young and attractive dresses for as little as \$10.75.

She, and all of her friends, buy lots of creams and cosmetics. Not that they use them very much, but because they talk about their complexions in their nightly confabs and get enthusiastic about new beauty suggestions. Soap and water and a face-brush is her general nightly routine, with a good simple cream slathered on afterwards to keep her face from getting dry. She uses lots of hand lotion and never forgets to put it on her elbows, since her brother once remarked that hers looked like sharkskin. She doesn't use finishing or foundation creams—unless she is staying with some girl who has a tempting array of them on her dressing-table. She is never seen without lipstick—it is the first thing that goes on in the morning. She buys innumerable ones, but always uses the same old favourite. She uses no rouge, except for parties, but seldom goes without powder. Her powder-puff is not a thing of pristine beauty, but she would never think of discarding it. Her mother was shocked by the veneration she has for old tooth-brushes and has given a standing order to the druggist to send her two new ones every other month.

GOOD MARKS IN GROOMING

She uses lots of mouth wash and is fairly conscientious about deodorants and in checking perspiration. She buys a good liquid shampoo, for she washes her own hair and knows better than to rub cake soap on it. She puts her hair up in curlers when it needs it and only has it set for an important party. Her perfume is kept almost entirely for special occasions, and then she puts it on with a lavish hand. It is the scent that happens to be popular at the moment, has an intriguing name, and is good and strong.

After tossing loose bits of beauty equipment into a suitcase for two years, she has finally acquired a well-organized small beauty kit for week-ends. Besides her usual make-up, she puts an eyelash curler in it and mascara,

but doesn't bother with eye shadow. She always manicures her own nails, but doesn't paint them except as a prelude to going away, when they are usually good and bright. Every college activity is hard on nails, and she has learned that if she doesn't want broken ones on week-ends, she must be generous with oil and salve for her nails and cuticles during the week. She isn't preoccupied with the question of her beauty, but gives it enough thought to keep her skin and hair and hands in good condition.

She spends very little on campus underwear—and even less on the laundering of it. She wears Kayser silk panties or a mercerized lisle (which she can buy for as little as fifty cents), and she washes them out in the basin herself. She sleeps in out-of-doors temperature all winter and finds that the knitted pyjamas (at the bottom of the page) that are tight around the ankles and stay down are a great comfort.

WEEK-END LUXURIES

Week-ends, she goes off with a set of lingerie—all hand-made and feminine (like the Yolande set at the left), probably a gift from an understanding older sister. Her dormitory bathrobe is either a worn old favourite in which she studies, or it is one of her prize accessories and very good looking. This year, she bought a man-tailored "Royal Robe" in a large bold green plaid (she is definitely plaid-minded) that is in the prize class. You can see it below.

She wears bunny-lined slippers in the dormitory and takes extremely high-heeled mules and a satin negligé away with her week-ends. She always hopes to get away Friday night or Saturday morning with a clear conscience about English themes and other such work but, more often than not, she packs with a harassed mind, trying to think of one last brilliant sentence that will send her off in a blaze of glory. Her last rite is scrubbing all traces of ink off her fingers and sweeping her mind clear of every scholastic thought.



Green plaid flannel bathrobe from Lord and Taylor. Mercerized lisle pyjamas; Kayser

A DISCOVERY THAT ENDS "RAZOR STUBBLE"

After Removing Arm and Leg Hair



**A Way that Not Only Removes Hair Instantly,
But Definitely Ends The Stiff Re-growth Problem**

Now one can actually *get rid* of arm and leg hair. Can, once and for all, banish the coarsened re-growth, the bristly stubble that follows the razor.

This is due to a new scientific discovery by one of the leading cosmetic laboratories of the world. A way that solves the arm and leg hair problem as women have always hoped it would be solved.

What It Is

It is an exquisite toilet accessory, resembling a superior beauty cream in texture. You simply spread it on where hair is to be removed. Then rinse off with water.

That is all. Every vestige of hair is gone—gone so completely that, even by run-

ning your hand across the skin, you cannot feel the slightest trace of stubble. For this amazing creation *definitely ends after-razor "stubble"*... When re-growth finally does come, it is utterly unlike the re-growth following the razor and old ways. You can feel the difference. No sharp stubble. No coarsened growth.

The skin, too, is left soft as a child's. No skin roughness, no enlarged pores. You feel freer than probably ever before in your life of annoying hair growth.

Where to Obtain

It is called NEET—and is on sale at all drug and department stores and beauty parlors. Costs only a few cents.

Neet

CREAM HAIR REMOVER

UNDER SHEER CLOTHES

*For lasting beauty,
and economy too...*

LET YOUR CHOICE BE
ALVIN STERLING
CORRECT FOR EVERY OCCASION



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ENGLISH ROSE
MARYLAND
BRIDAL BOUQUET
REPOUSSE
DELLA ROBBIA

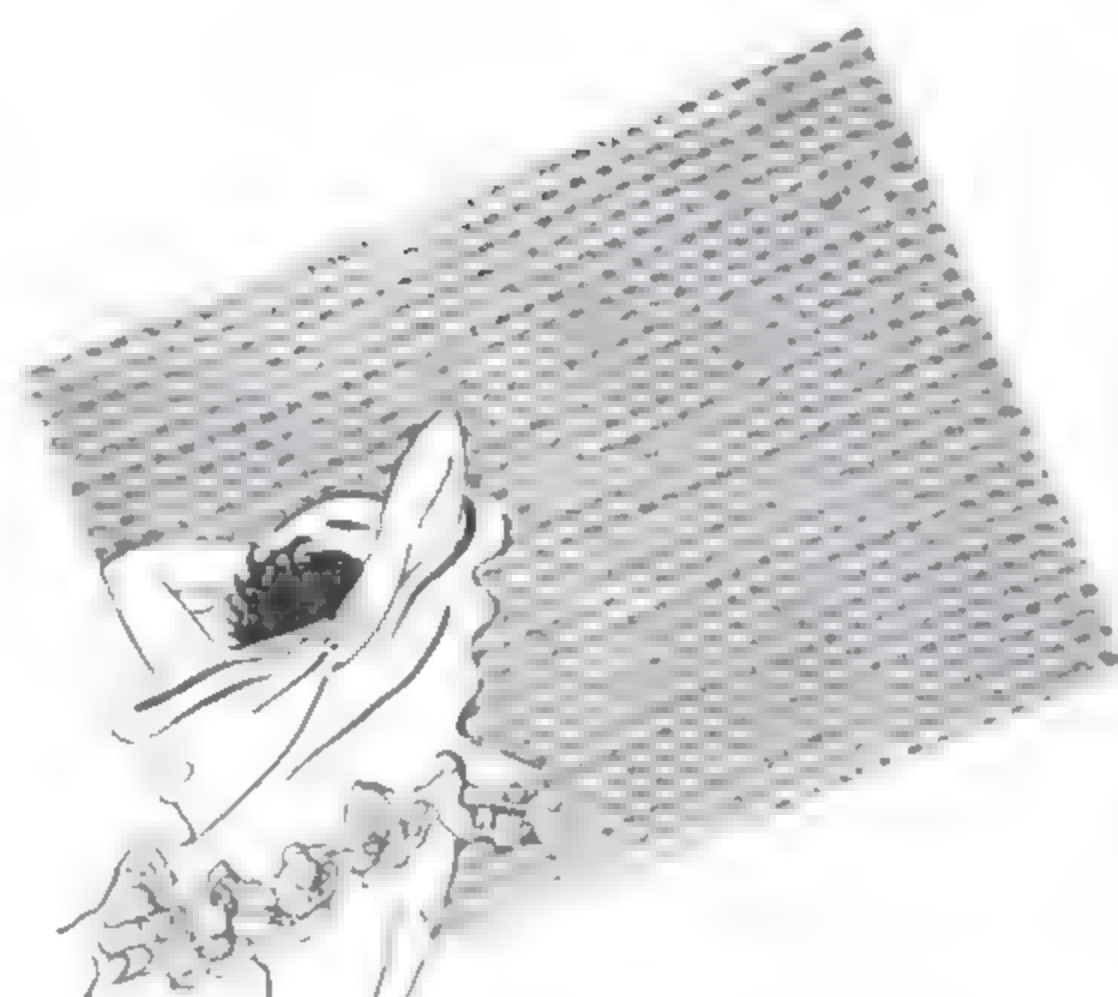
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COMPLETE PATTERN PRICE LIST SENT FREE
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ROMANTIQUE MARYLAND
ENGLISH ROSE DELLA ROBBIA
BRIDAL BOUQUET REPOUSSE

Send 10c for "THE CROWD COMES TO
OUR HOUSE"—a booklet full of party
suggestions with recipes

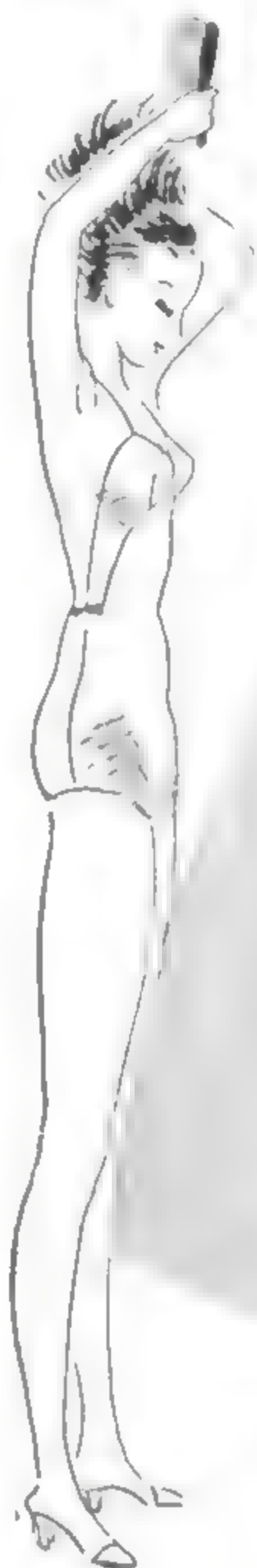
THE ALVIN CORPORATION
Makers of Fine Silver for Half a Century
PROVIDENCE, RHODE ISLAND



• Above is a girdle that answers the prayer of the lady who needs figure control, but wants perfect freedom, too. It is of net and French elastic, cleverly made so that you can bend and swing without restrictions, while your figure is kept firm. Note how it is shaped in front to give plenty of leg-freedom. It is imported by Jay-Thorp and costs under \$20



• The girl struggling into her slip has on an all-silk Lastex net girdle that is both cool and flattering. It costs about \$16.50 at Bergdorf Goodman
• The girdle above, with the Greek design, is of strong, but fine, net with bands of French elastic on the hips. It is imported by Bonwit Teller and costs around \$19.50; the brassière to match, about \$5



• The panties-girdle above is the thinnest thing imaginable, the "Cinema Sheer," of Lastex and satin thread—it might be called gauze control. It is for the girl with a slight figure and costs under \$1. The batiste brassière, by D'Amour, eliminates the band that binds; around \$1. Both may be found at Best's

• The completely backless all-in-one at the left is as abbreviated as possible—and as sheer. It is by Vanity Fair, made of diaphonique Italian silk, and feels as though it couldn't weigh more than an ounce. About \$2.25, at Jay-Thorp

LET ME MAKE
YOURS A
BACARDI HIGHBALL,
SEÑORES



*And you will learn once
more what a wonderful
thing it is to have a supply
of Bacardi always on hand.*

You make a Bacardi Highball, like any other, with soda or ginger ale. But, oh, it is far more glorious than any you have ever had before!

That flavor, so rich, yet so mild, so delightful! So mellow... for Bacardi is always at least four years old.

Give your friends something new. Try it tonight.

BACARDI

Avoid substitutes.
See the bottle

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ABI-49

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for Compañía Ron
Bacardi, S. A.

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ANOTHER MIDSUMMER IDYLL VACATIONING WITH KWIK SLIDE FASTENER

An awfully good way of avoiding small irritations is to make sure that all your slide fasteners are KWIK fasteners. Installed on purses and luggage as well as on lingerie, foundation garments, and sports clothes, they make that last degree of difference between an idyllic summer holiday and a nondescript vacation.

The KWIK is always smooth running; its elements are polished and plated before they are assembled on specially designed tape. No sharp corners or rough edges rasp or snag sheer fabric or delicate hands. KWIK fasteners are launderable—they will not rust or tarnish.

MANUFACTURED SINCE 1927

KWIK

SLIDE FASTENER

United States Rubber Products, Inc.
Shoe Hardware Division

WATERBURY CONNECTICUT



United States Rubber Company

URNS WITH A GOURMET

THIS is a very opinionated department (having violent opinions is the undeniable right of every one who adores food), and one of our firmest opinions is about cold soup. We adore cold soup, almost any kind, but, if any one brings it to us solidified into rubber hunks, we go into a frenzy. Indeed we are apt to rise in our wrath and bounce it right back at the cook!

Therefore, one of our happiest summer experiences has been with the new Campbell's consommé. You put a can of this consommé in the refrigerator for four hours, and it comes out jellied, but not gelatinous. If you happen to like your cold soup in a state of flux, so to speak, rather than actually jellied (which is the way we personally like it best), three hours in the refrigerator produces a semifluid form. And the soup that comes out of the tin is not only perfect in consistency, but is very superior in taste.

We have gotten beyond the point where we think we are paying any great compliment in saying that canned soup tastes as though it were home-made, because such excellent soup comes out of tins to-day that few cooks can do any better on their own account with the simpler varieties. But if it is any satisfaction to you, Campbell's soup tastes as though it had come directly from your own kitchen. It has the definite flavour of good beef that characterizes the best of soups, and it must be made of pretty fine stock to jelly so quickly, without the slightest trace of gelatin added.

We like to do tricks with our cold soups—simple tricks, of course, that won't alter the flavour. Two very thin slices of calavo put in just before serving; or a slice of lemon thinly masked with minced parsley; or, occasionally, feathery tips of fresh dill, also added at the last minute, so that they won't sink into the jelly and will make people wonder what they are.

And don't think that these cold soups should be restricted to luncheon, an idea which seems to be current. Jellied soups are just as delectable in soup-plates for dinner as they are in bouillon cups for lunch. Of course, it's needless to add that you can buy Campbell's consommé practically everywhere in the world, including Timbuctoo, and that it costs ever so little money, and even less when you buy a number of tins at a time.

• The newest little trick from Saks-Fifth Avenue's bar department is a book entitled *Snacks-Fifth Avenue*. In it, the ebullient Lucius Beebe holds forth about what men like to have to eat with their drinks, a bit of philosophy which may prove an eye-opener to those hostesses who still labour under the delusion that a canapé is good if it is pretty. Mr. Beebe writes eloquently on practically any subject, but it is the thought of food that really stirs his heart, and his words anent the accompaniments and accessories for cocktails have their root in firm, but discriminating masculine prejudices. The various drinking loves of gents to which he refers, such as man-sized cocktail napkins and cocktail glasses you can get a grip on, are represented concretely in the Saks bar department—the napkins labelled succinctly "For Men Only."

The "Snacks" booklet also includes a score or so of excellent canapé suggestions, all of them simple, but with a touch of difference that makes them worth experimenting with. We tried the one in which a paper-thin slice of Hungarian salami is wrapped tenderly around a bouquet of watercress, very nice and pretty for summer; and the crab-flake balls, which must be made exceedingly small to come out the right size and which do the proverbial melt-in-your-mouth act. If you can't walk into the bar department and pick this gem up for yourself, Saks-Fifth Avenue will mail you *Snacks-Fifth Avenue* for the asking.

• The joys of having wines as pleasant, casual accompaniments to every-day meals are only now coming into full recognition. And even as we grow accustomed to taking our wines casually, some of us are still struggling with the gap that lies between a rather vague knowledge of famous vintages and a limited amount of money to spend on wines for daily meals, or are still dazedly contemplating the elaborate ritual of glassware that is supposed to be essential to correct drinking. In such a state of affairs, *The Complete Wine Book*, by Frank Schoonmaker and Tom Marvel (published by Simon and Schuster), is something to take to your very heart.

Of course, wine books popped up on every side when wines were given back to us—some of them good, some unbelievably bad (we always remember the one that designated the exact wine to select when dessert was apple-pie!). But even if you have a wine book, *The Complete Wine Book* is still a good thing to possess. It tells you in simple, concrete, and debunking manner how to buy good wines in accordance with what you think you ought to pay for them, without getting you into a maze of *grand crus* and *château* bottlings. This doesn't mean that the book ignores the glories of the famous years. It simply goes on the premise that "every genuine honest wine can be delicious in its own way, at its own time," and then proceeds to discuss in a knowledgeable manner the "genuine, honest wines" of the various countries.

The Complete Wine Book is true to its title. Aside from its debunking approach to what it considers the "abracadabra of wine," it gives you among other things, a good touchstone guidance for selecting the wines of different countries; succinct paragraphs on building up a cellar and the buying and ordering of wines, with price as a carefully considered factor; the brief fundamental rules for the proper service of wine; and a pleasant little section on "wine in the kitchen" which contains a select group of recipes worthy of your consideration. The whole book is written in a pleasant and entirely personal manner which makes it fun to read, even if you know all there is to know about wine already.

At the time of this writing young Mr. Schoonmaker has just returned from travelling around the countries of Europe, buying up lots of the vintages of which he writes so persuasively and which he guarantees to sell in this country at the reasonable prices which he advocates in his *Complete Wine Book*.



Distinctive styling and the inherent tendency to retain their smart lines are outstanding features of Elizabeth Beecher Knitted Fashions. These most desirable characteristics are the result of the originality of Elizabeth Beecher design, and the exclusive Duo-Block process by which more permanent modeling is achieved.

At the
BETTER SHOPS

HERCULES KNITTING CO., Milwaukee, Wis.

ON AND OFF CAMPUS

VOGUE has taken the problem of the college girl's wardrobe to heart. The results are shown on pages 28 to 33 of this issue—a group of clothes that are smart and right for on and off campus. All of the accessories on pages 28 and 30, as well as the complete week-end wardrobe on 32 and 33, are to be had from Lord and Taylor in New York, as well as from the out-of-town shops below



"SMARTSPORT"
KNITTED SUITS
& FROCKS

They Flatter the Figure..
Immaculately Tailored
of Handsome, Exclusive
Fabrics..Priced with Great
Restraint!

Typical . . . One of Many:

"JEANNETTE"

A dashing, handcrafted—
chenille two-piece mul-
ti-occasion Frock with the
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latedly hand-crocheted blouse
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Tuscan Wine, Alpine Rust,
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Specially Priced at Fashion-
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Davenport, Iowa

THE DANIELS AND FISHER STORES
COMPANY
Denver, Colorado

YOUNKER BROTHERS, INC.
Des Moines, Iowa

HIMELHOCH BROTHERS AND COMPANY
Detroit, Michigan

POPULAR DRY GOODS COMPANY
El Paso, Texas

THE FAIR
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THE WILLIAM H. BLOCK COMPANY
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Saint Louis, Missouri

CITY OF PARIS
San Francisco, California

BEST APPAREL COMPANY
Seattle, Washington

THE ELLSWORTH STORE
South Bend, Indiana

THE JOHN BRESSMER COMPANY
Springfield, Illinois

DEY BROTHERS AND COMPANY
Syracuse, New York

THE BROWN-DUNKIN DRY GOODS
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WOODWARD AND LOTHROP
Washington, D. C.

WOOLF BROTHERS
Wichita, Kansas

THE ISAAC LONG STORE
Wilkes-Barre, Pennsylvania

CROSBY AND HILL COMPANY
Wilmington, Delaware

The following shops have only the
week-end wardrobe on pages 32
and 33.

WILLIAM FILENE'S SONS COMPANY
Boston, Massachusetts

THE LIBERTY SHOPS
Meridian, Mississippi

H. S. BARNEY COMPANY
Schenectady, New York

Right
IN STYLE



AGAIN Dame

Fashion points to Seth Thomas for the right style in clocks. Perhaps you saw these new clock creations at the Industrial Arts Exposition, Rockefeller Center. Or in the famous Bride's House of House Beautiful Magazine.

Whatever one you choose for your home—chimes, strike, ship's bell or silent—you can be assured that it will also be *right on time!* Eight-day or self-starting electric, Seth Thomas Clocks measure the minutes honestly.

Where can you see them? At all leading jewelry and department stores... where you will also discover how very, very little smart clocks cost today! Seth Thomas Clock Company, Thomaston, Connecticut.



Decorators like this modern clock because it can be used on narrow mantel, cabinet or wall. Solid walnut case. Convex glass protects the silver hands. Silvered metal dial is exposed—quite new. Self-starting electric—ask for RODSON. Eight-day—the DELOS. Both are low in price...only \$9.95.



Mellow Westminster Chimes gently remind you of the time with this fine modern clock in your home. Matched oriental walnut veneer combines with richly polished solid walnut to capture true simplicity of design. Dial is silver-plated framed by brushed gold sash. Electric... FALSBUY, \$32.50. Eight-day, No. 57 CHIME \$30.00.

**SETH
THOMAS**

MAKERS OF FINE CLOCKS
FOR MORE THAN A CENTURY

MY COOK IS A POET

(CONTINUED FROM PAGE 61)

relationship between all things, they cherish the same ideal pattern of justice which weighs and measures and balances one quality against the other: therefore, the sauces that come to my table are blended as beautifully as a garland of flowers. They share the same salty humour, and so the fatted calf, however prodigal, is seasoned and garnished with something better than bitter herbs. They are both possessed of that humility which subserves personality to perfection; they are both devotional and therefore inspired; they cook with passion, and they serve with love. My breakfast coffee is the glowing libation to the sun of each new day, my dinners a reasonable service to the immortal in every man and therefore the food of the gods, and each supper is as consecrated as though it were The Last Supper.

Below is a Menu for the Muses.

GARDEN NECTAR

This is a soup concocted for a vegetarian friend. It may be eaten hot or iced or may be jellied by the addition of the right proportion of gelatine. Boil together a bunch of beets (remove tops and scrub beets well before placing in the pot) with a few carrots and a few stalks of celery. When thoroughly cooked, strain off the red, clear liquid and put the beets away for salad or for reheating with butter and parsley. In a separate pot, heat two quarts of raw or two cans of preserved tomatoes with a clove of garlic, a teaspoonful of chopped chives, one chopped onion, the shells and whites of two eggs, a bay-leaf, a few cloves, one teaspoonful of sugar, salt to taste, and a few peppercorns. Mash all together and, when the tomatoes are thoroughly cooked (with slow cooking, about a half-hour), strain through cheese-cloth, and add to the beet-juice. If more salt and pepper are desired, they may be added. This is a clear, red, pungent soup—perfect as a first course to a well-balanced dinner.

GROVE AND STREAM

This is an epicure's dish. In spring, when the shad begin to come in, go to your favourite fishman and select a sizable roe shad. These are apt to be plumper and more delicate in flavour. Have the roe removed and put aside

for next day's luncheon and invite an old admirer or a new one. If properly prepared, this dish is apt to be as potent as Brangene's philtre to make you seem desirable in the eyes of any male worthy such delicate wooing. But let us go back to the shad. After the roe has been removed, the shad should be boned, and the better New York markets perform this service for a reasonable charge. Now, the fish should be handled with the utmost care. It is carefully washed in cold water and delicately salted and wrapped in patapar (a specially prepared cooking parchment), for, now that the bones are removed, it will break easily. You have asked the fish-handler to send the bones along, however, and they are put in a fish-pot with parsley and onion, peppercorns, a bay-leaf, salt, and a teaspoonful of vinegar and water. When this mixture has cooked till the water is thoroughly impregnated with the taste of the various ingredients, the fish is laid in its paper wrapping gently into the boiling pot, the flame turned lower, and the fish cooked therein until done. The time of cooking depends upon the size of the fish.

In a double-boiler, now melt a spoonful of butter and add a spoonful of flour, and, when thoroughly blended, add several cupsful of the fish water which has been strained through cheese-cloth. Add more salt and pepper, if not thoroughly seasoned, three table-spoonfuls of granulated sugar, the juice of four lemons, and the grated rind of one. Stir constantly till the mixture thickens, remove from fire, and beat in the yolks of six eggs thoroughly, then stir again over the water on the stove until the mixture is the consistency of a custard. Pour off the water in the fish-pot, carefully unwrap the fish from parchment and place on a fish rack, and pour back the lemon mixture over the fish. On a low flame, gently tilt the fish-pot so that the lemon mixture is somewhat absorbed into the fish. Remove the fish to a platter and pour over enough lemon mixture to cover. Put in ice-box and thoroughly chill. The remainder of the sauce is served with the fish and is also chilled. Garnish the platter with lemon slices strewn with chopped parsley and serve with new boiled potatoes garnished with melted butter and (Continued on page 92)



IVORY TIPS
Protect the Lips

Marlboro
MILD AS MAY
CREATED BY PHILIP MORRIS

AND DON'T FORGET TO HAVE ABOUT A
DOZEN CANS OF DOLE HAWAIIAN
PINEAPPLE JUICE ON ICE WHEN I
GET BACK SWEETHEART.



EATON'S

"SHADONET" LETTER PAPER

HAS DELICACY AND CASUAL CHARM
FOR INFORMAL CORRESPONDENCE

EATON'S LETTER PAPERS
ARE AVAILABLE WHEREVER
FINE STATIONERY IS SOLD



PARIS FÊTES: FANTASY OR FUN

(CONTINUED FROM PAGE 37)

Positive Check

on
Clothes Ruin
and Offensive Odor



* This DOUBLE ACTION deodorant is positive protection from garment damage and complete assurance of body freshness. IN-NO-SCENT not only deodorizes, but it also stops perspiration.

Hundreds of women, particular of their personal charm, are changing to this SAFE and effective deodorant for lasting protection and security of body freshness.

You'll find IN-NO-SCENT on sale at all stores where quality merchandise is sold. However, if your nearest dealer can not supply you, use the coupon for prompt delivery.

In no scent

If your dealer does not carry *In-no-scent*, fill in coupon and attach a \$1 bill or your check, mail direct to In-no-scent Corporation, Tacoma, Wash. You will be sent, postpaid, 1 large (4-oz.) family-size bottle. Or send 50c for the individual size.

Name _____
Address _____
City _____ State _____
Dealer's Name _____
Address _____ V8

and purple hard-boiled eggs at the Fenwicks and the stable accommodations for visiting horses at the Beaumonts.

And the guests, bless them, help instead of hinder in France. Where in America would you find the lady who made an entrance in the Beaumont tableaux as a Ghirlandajo complete with chestnut horse (alive) and panther (stuffed), or the man who had Cardinal Richelieu's jewels copied to make his costume authentic? Where would you find the (usually lovely) lady who donned bonnet, apron, and the world's most unattractive make-up to be the *chaisière* at the Fenwicks? She stayed in character through a long evening, complaining bitterly in low French that two children had taken chairs; she couldn't find their parents, and she hadn't been paid. *Cochons!*

The French—(there I am again)—like illusion. We Americans simply haven't got the costume spirit. In France they don't cheat. When a falcon on the wrist is called for, the French go out and find a falcon for the wrist. Even the lowly clown has his proper white buckskin slippers, red bows, and white cotton socks and stockings. I wince at the recollection of the hundreds of pairs of black patent leather pumps that I have seen on pirates, Turks, Regency Beaux, and sailors when the American male goes to the Beaux Arts.

PAINTINGS COME TO LIFE

This year, the Beaumont *Bal* costumes were from masterpieces of painting or sculpture. At cocktail parties for weeks before, there were small secret huddles bending over photographs of Goyas, Renoirs, and Raphaels. All the great houses made costumes for their *clientes*, and the famous costumers like Karinska and Ira Belline were swamped. Fittings were as vital as those for an important evening gown. The night of the *Bal*, all the coiffeurs and barbers left their shops with little black bags, bound for the homes of Beaumont guests. A false moustache for a Franz Hals was not a smear of black grease pencil, but a work of art.

The Comtesse Etienne de Beaumont herself was a Gothic angel. (We showed a picture of her in the August 1 issue on page 28.) When one arrived at the charming Beaumont house, first through a grey crowd of curious humanity peering into the automobiles, and then through a black crowd of chauffeurs hovering nearer the gates, one found Madame de Beaumont receiving in the hallway on a pedestal, with sparing golden wings and halo behind her. It was a good prelude to the first view of the garden. My first view of the Bay of Naples is now a minor experience. The colour burst upon you, an incredible new world. First, the intense yellow-green that white lights give to foliage at night. Then the great artificial flowers massed in the bushes and trees. And then all this peopled with doges in purple robes, Greek goddesses in silver, eighteenth-century dandies in brocades, flower-strewn primaveras, Saint Cecilia, Lady Hamilton, Achilles, Lorenzo de Medi-

ci, Portia, Persephone, and François I.

The perfection of detail in all these costumes accomplished a little miracle. They were pictures, moving and breathing, not the familiar Paris faces. New arrivals didn't say: "There is Bobo de so-and-so, dressed up as a Botticelli portrait." They said, "There is the Botticelli portrait of the man with the medallion," and afterwards, "It's Bobo de so-and-so!"

The tableaux were on a little stage at the end of the garden. Eyes dazzled with beauty as one magnificent group after another posed in front of us, we sat on the little gold chairs in the garden until we ached. The finale, a dead-white porcelain group, a famous *surtout* come to life, was accompanied by a burst of rockets spattering white showers over the entire picture, and the fête was over. Over except for the champagne and dancing in the house, and the endless comments about each other's costumes.

"*Tu es ravissante, Lulu.*" "*C'est moche, son costume.*" "*Tu as vu François?*" "*Incroyable!*" "*Formidable!*" "*Épatant!*" "*Fantastique!*"

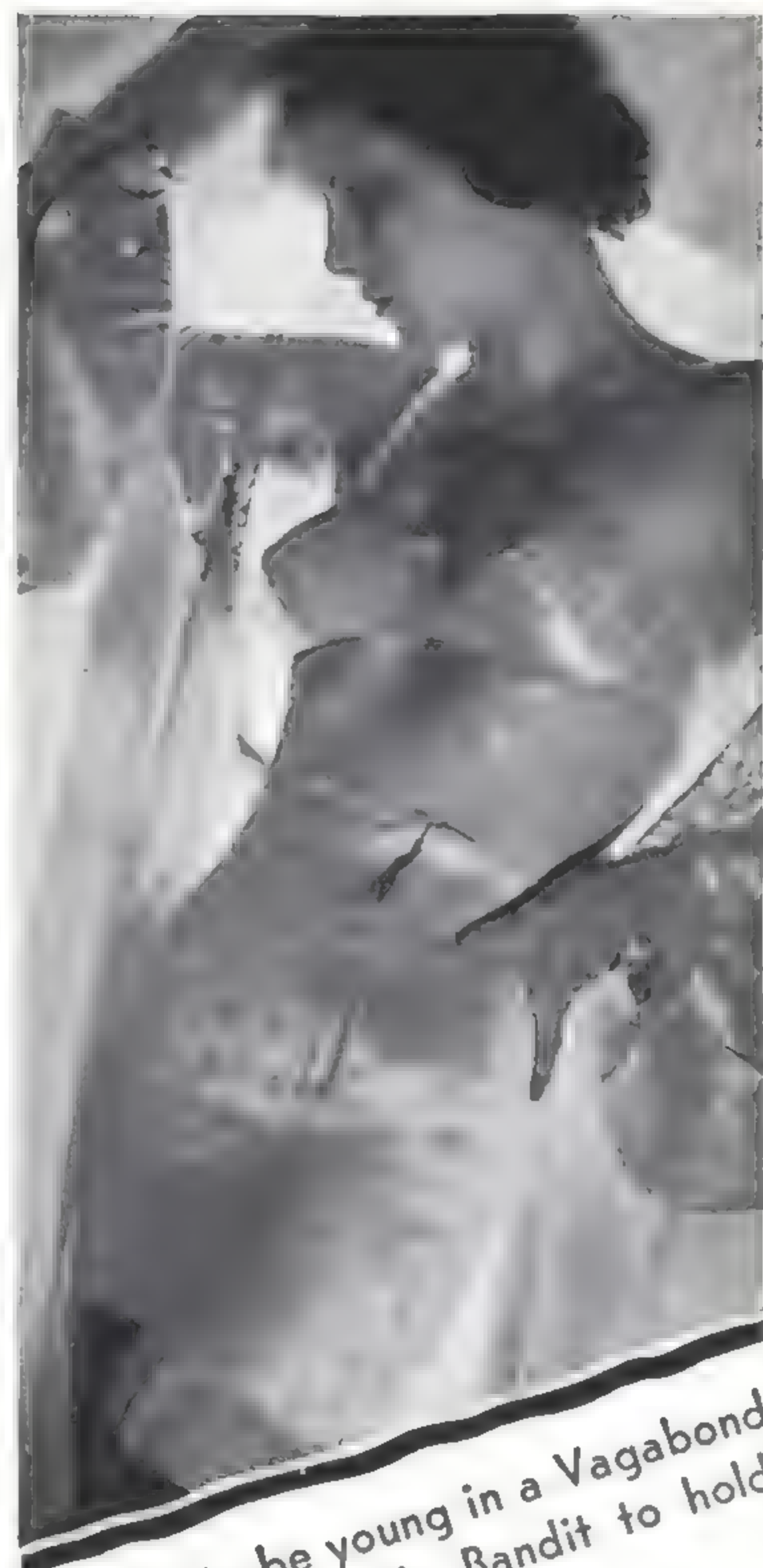
And you are left with a thousand visual joys to mull over until next year and another Beaumont *Bal*.

"LE JARDIN PUBLIC"

Two days later, and scheduled for six in the afternoon, was the Fenwick party that will provide conversation for weeks to come. Madame Fenwick is known as one of the wittiest women in Paris, and her sons are a tall, snub-nosed, and equally entertaining trio. They announced that the party was a holiday in the town square—the square that's the centre of life in any little French village. Come dressed accordingly and behave accordingly. This left leeway for lazy people and tired business men to come as they were and pretend that they were onlookers from a neighbouring château.

The first thing I saw as we came into the garden was that ubiquitous two-by-two procession of a French orphan's school, black cotton stockings, sailor hats, blue cotton dresses, and two guardian teachers, prompting the orphans to renewed efforts with "Frère Jacques" as they walked around the paths. They tell me that some of the most attractive débutantes in Paris were in the procession, but you would never have suspected it. An amateur, red-faced village cop was blowing his whistle in a frenzy, and a party of picnickers in their best Sunday clothes (the men with their straw hats carefully fastened to their lapels with strings in case of wind) was trying to get out of the way of the band. The band, Jeunesse Patriots, were playing their loudest and best and making their way in the uproar towards the bandstand, swagged in bunting in the centre of the garden. The house was tastefully draped in crêpe paper and bore a large and forbidding sign that the Eighteenth Annual Exhibition of *Artistes Indépendants d'Auteuil* was *fermée les Vendredis*.

On the other side of the garden was a pavilion for dancing, the Bureau de Tabac, a waffle-vending shop, and best of all, the *bistrots*. There were three of these, (Continued on page 91)



It's nice to be young in a Vagabond Sash—with a Little Bandit to hold you up.

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Created by
Dorothy Bickum



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Betty Lou
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the better shops
or address Miss Allan

Betty Lou Allan
500 FIFTH AVENUE
NEW YORK

PARIS FÊTES: FANTASY OR FUN

(CONTINUED FROM PAGE 90)

where you could order, and get, anything from the best champagne in Paris to the workman's *demi*. They had personality, too. Within an hour, every one had a favourite *bistrot*. I made my dates to meet in front of "Aux Quatres Frères," lettered large on the awning with the charming subtitle: "Kikou Successeur."

There was a lovely sense of familiarity about it all. All the faces were there that one expected to see: the blowzy grind-organ woman with her cart, the balloon woman with the red hair, two nasty little boys tearing around the paths in a donkey-cart, the interested ornithologist craning his neck to peer in the trees for specimens, even the mad woman with her parcels untied and her hat tumbling off.

It was a long hilarious evening. It began at six, but, at eight, some one

discovered that there were extraordinary basket lunches to be had for the asking, and at two A.M. things were still booming. Carts rolled around filled with candy sticks and fruit to be grabbed by any eager hand. Eventually, there was entertainment at the dancing pavilion. There were a thousand things to do. The band made frequent tours, blaring its way around the paths, and the most dignified people in Paris caught each other's arms and tore after it, screaming with pleasure. Other dates were cancelled, or one rushed off to appear elsewhere for a moment and hurry back, terrified lest one had missed anything.

I put this down as a big week in my existence. I have been awestruck and speechless with magnificence, and I have laughed harder than I have in years, all within two days. J. T.

SOCIETY

WEDDINGS

NEW YORK

Gillespie-Reed—On June 22, in Cold Spring Harbor, Long Island, Mr. Samuel Hazard Gillespie, junior, son of Mr. and Mrs. Samuel Hazard Gillespie, of Morristown, New Jersey, and Miss Ruth Reed, daughter of Mr. and Mrs. Lansing P. Reed.

Gladney-Leffingwell—On June 22, in California, Lieutenant Donald Wesley Gladney, junior, son of Mr. and Mrs. Donald Wesley Gladney, of Lewisville, Arkansas, and Miss Peggy Sims Leffingwell, daughter of Mrs. William Elderkin Leffingwell, of Watkins Glen, New York.

Guest-Polk—On June 25, in the Church of the Heavenly Rest, New York, Mr. Raymond Guest, son of Captain, the Right Hon. Frederick E. Guest and Mrs. Guest, of London, England, Palm Beach, Florida, and Roslyn, Long Island, and Miss Elizabeth Sturgis Polk, daughter of Mr. and Mrs. Frank Lyon Polk, of New York and Syosset, Long Island.

Murray-Chase—On July 13, in Greenwich, Connecticut, Mr. William Buckley Murray and Miss Ilka Chase, daughter of Mrs. Richard Newton, of New York and Oyster Bay, Long Island.

AKRON

Denison-Pfueger—On June 17, Mr. Kenneth Sweeney Denison, son of Mrs. John Milton Denison, and Miss Harriet Pfueger, daughter of Mrs. George Pfueger.

BOSTON

Robinson-Grew—On June 5, in Emmanuel Church, Mr. Frederick Bruce Robinson, son of Mr. and Mrs. Frederick D. Robinson, of Newton, Massachusetts, and Miss Ethel Hooper Grew, daughter of Mr. and Mrs. Henry S. Grew, of Boston, Massachusetts.

Simpson-de Menocal—On June 8, in the Leslie Lindsey Memorial Chapel, Mr. William Simpson, son of Mr. and Mrs. James Simpson, of Chicago, Illinois, and Miss Beatrice C. de Menocal, daughter of Mr. and Mrs. Daniel A. de Menocal.

Smith-Prouty—On June 20, in the First Parish Church, Brookline, Massachusetts, Mr. William Mason Smith, junior, son of Mr. and Mrs. William Mason Smith, of New York and Charleston, South Carolina, and Miss Jane C. Prouty, daughter of Mr. and Mrs. Lewis I. Prouty, of Brookline.

CHARLOTTE

Davis-Cutter—On June 21, in Charlotte, North Carolina, Mr. Burton Sparling Davis and Miss Mary Anne Cutter, daughter of Mr. and Mrs. John Hastings Cutter.

Draper-Withers—On June 16, the Reverend William Franklin Draper, son of the late Arthur J. Draper and Mrs. Draper, and Miss Helenora Barron Withers, daughter of Mr. and Mrs. Lloyd Clement Withers.

CINCINNATI

Atterbury-Leyman—On June 29, Mr. George R. Atterbury, son of General William Wallace Atterbury and Mrs. Atterbury, of Philadelphia, Pennsylvania, and Miss Susannah Leyman, daughter of Mr. and Mrs. Harry Stoll Leyman.

Dana-Hawley—On June 22, Mr. Stephen Dana, son of Mr. and Mrs. George Frink Dana, and Miss Emily Hawley, daughter of Mr. and Mrs. H. Hart Hawley.

CLEVELAND

Disbro-Schneider—On June 26, Mr. Proctor Disbro, son of Mr. and Mrs. E. P. Disbro, and Miss Mary Schneider, daughter of Dr. Adolph B. Schneider and Mrs. Schneider.

Green-Judd—On June 22, Mr. Robert Thomas Green, son of the late Thomas Jefferson Green and Mrs. Green, of Shelby, Ohio, and Miss Ruth Elaine Judd, daughter of the late Bernard A. Judd and Mrs. Judd.

Kouwenhoven-Hayden—On June 22, Mr. John Atlee Kouwenhoven, son of Dr. John B. Kouwenhoven and Mrs. Kouwenhoven, of Yonkers, New York, and Miss Eleanor Warren Hayden, daughter of the late Warren Sherman Hayden and Mrs. Hayden.

Timken-Jackson—On June 13, Mr. William Robert Timken, son of Mr. and Mrs. H. H. Timken, of Canton, Ohio, and Miss Mary E. Jackson, daughter of the late Ward B. Jackson and Mrs. Jackson.

COLUMBIA, SOUTH CAROLINA

King-Davis—On June 15, Mr. George King, son of the late George King and Mrs. King, and Miss Anna Davis, daughter of the late Mr. and Mrs. R. Means Davis.

Lipscomb-Bryan—On June 15, in Blowing Rock, North Carolina, Mr. Charles Thomas Lipscomb, junior, and Mrs. Caroline Knowlton Bryan, daughter of the late Dr. A. B. Knowlton and Mrs. Knowlton.

ELIZABETH

Seely-Weeks—On June 15, Mr. Fred C. Seely, son of Mr. and Mrs. William H. Seely, of Newark, New Jersey, and Miss Eliza Gracie Weeks, daughter of Mr. and Mrs. Edward A. Weeks.

ELMIRA

Baldwin-Richmond—On June 8, Mr. Everett E. Baldwin, son of Mr. and Mrs. N. E. Baldwin, of Lakemont, New York, and Miss Lois Richmond, daughter of Mr. and Mrs. Francis Richmond.

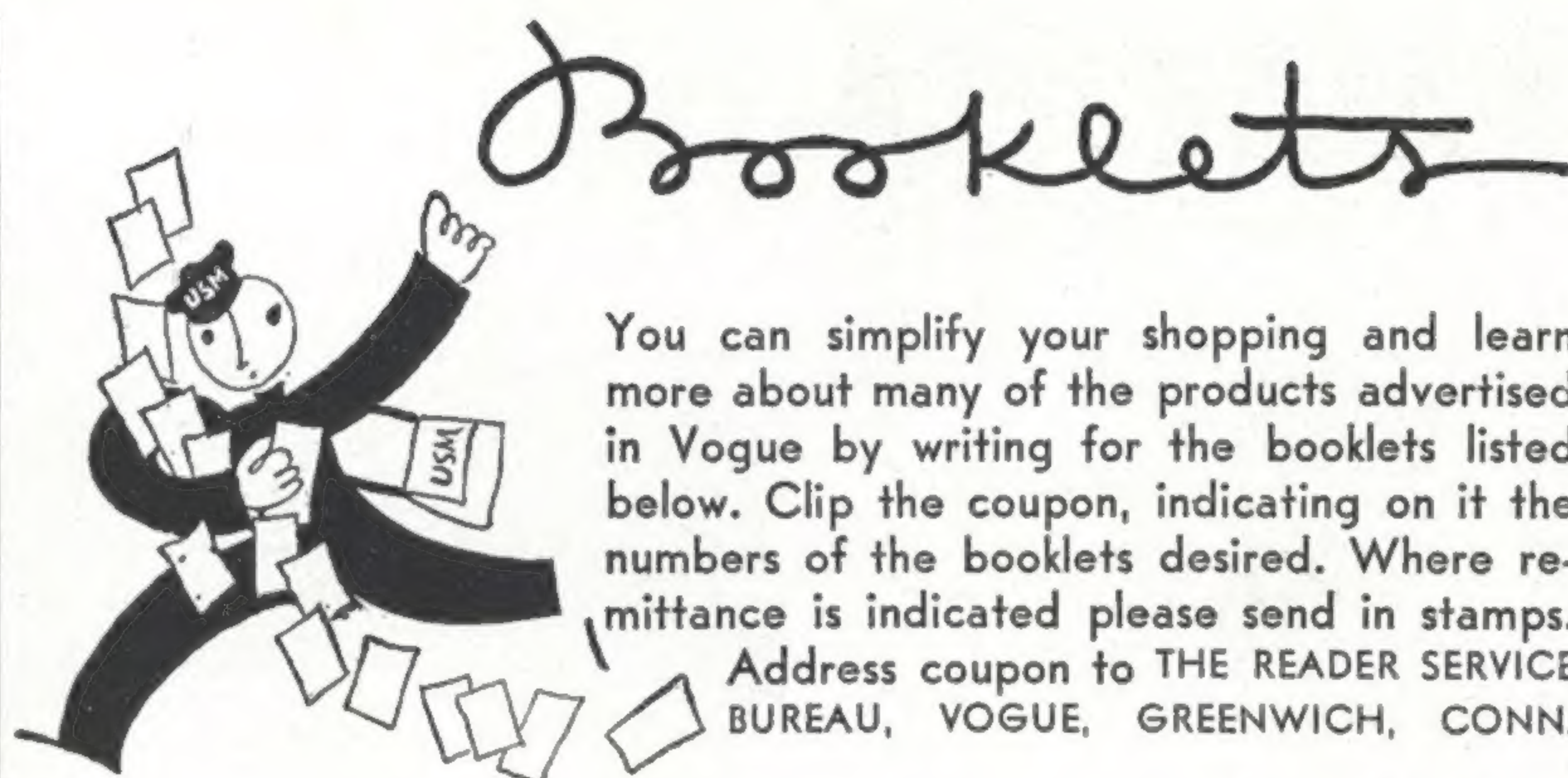
Lynch-Lovell—On June 8, Mr. Willis Lynch, of McDonogh, Maryland, and Miss Katrine Lovell, daughter of the late Ross M. Lovell and Mrs. Lovell.

Pennock-Langdon—On June 8, Mr. Robert Spanton Pennock, son of the late Charles Ellsworth Pennock and Mrs. Pennock, and Miss Eleanor Langdon, daughter of Mr. and Mrs. Jervis Langdon, of Quarry Farm.

HOUSTON

Letzerich-Neville—On June 26, in Edward Albert Palmer Memorial Chapel, Houston, Texas, Mr. Louis Letzerich, son of Mr. and Mrs. Otto Letzerich, and Miss Nella Shepherd Neville, daughter of Mr. and Mrs. Edwin Linscott Neville.

Munson-Neuhaus—On June 29, in Saint Matthew's Church, in Sugar Hill, New Hampshire, Mr. Townsend Munson, son of Mr. and Mrs. George Sharp Munson, of Merion, Pennsylvania, and Miss Katherine Rice Neuhaus, daughter of Mr. and Mrs. Hugo Victor Neuhaus, of Houston.



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377. ELIZABETH ARDEN. "The Quest of the Beautiful" is the name of a brand new booklet that tells all about the Arden preparations, with helpful suggestions on how to give yourself treatments at home, even describing Elizabeth Arden's home course in body culture. You may have a copy of this little book free. ELIZABETH ARDEN, 691 FIFTH AVENUE, NEW YORK.

378. CUTEX. A new Cutex Manicure set (trial size) includes one shade of polish and a sample of lipstick to match it, as well as three other manicure essentials. Send fourteen cents and specify whether you prefer natural, coral, cardinal, or ruby shades of lipstick and polish. NORTHAM WARREN CORPORATION, DEPARTMENT V-7, 191 HUDSON STREET, NEW YORK CITY.

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MY COOK IS A POET

(CONTINUED FROM PAGE 89)

chopped parsley. You will not die unloved, unhonoured, or unsung.

JOVIAN SQUABS

Select Gargantuan squabs and don't reproach me for extravagance. Remember that this is no ordinary repast, but a culinary homage to all that makes life worth living. Clean and season and stuff with the following: Add to boiled wild rice, the cooked and puréed livers of the squabs, and, if there are as many as six of them, a can (a small one) of purée of foies gras, a teaspoonful of chopped chives, a teaspoonful of chopped parsley, a teaspoonful of chopped crisped bacon, and a half-cupful of finely chopped sautéed mushrooms. If the mixture is somewhat dry, moisten with a little consommé. Close squabs with toothpicks. Braise with butter and a little water while roasting in a very hot oven. When squabs are half-done, lower the heat and add a glassful of currant jelly to the gravy with which the squabs are being basted. Serve with string-beans or new pease, an endive salad, and Modern Ambrosia served in the scooped-out and scalloped halves of lemons.

MODERN AMBROSIA

Soak a pound of the finest dried apricots for an hour. These should have been previously washed and soaked in just enough water to cover them. Cook slowly with a finely shredded orange (rind and pulp) until most of the water is absorbed. Purée through fine sieve. Add a little honey and a few spoonfuls of any good orange liqueur. The mixture should be a thick purée, but not solid. Fill lemon shells and strew with finely cut blanched almonds.

THE MAGIC RING

A fine sponge ring is made from four egg yolks, four tablespoonfuls of powdered sugar, one-half cupful of potato-starch, and one teaspoonful of baking-powder, well-sifted, two teaspoonfuls of vanilla, and the beaten whites of the eggs added gently the last thing. This is baked in a moderate oven. Remove from ring form and, when cool, place on a plate, with the broadest end on the bottom, insert a very sharp knife at intervals along the top, and pour in a little Jamaica rum and apricot brandy. This should be done with great discretion and a not too liberal hand. Melt a half-glassful of apple and raspberry jelly and pour over the ring. Just before serving, sprinkle with powdered pistachio-nuts. In the centre of the ring and around the outside, pile generously the finest strawberries you can find. These should be cleaned and iced, and temperately sugared. Serve this with a cold boiled custard to which you have added an equal quantity of whipped cream and vanilla or almond flavouring. Let your coffee be hot, fresh, amber, and of superlative blend. Love your neighbour even if you have heard his stories for the tenth time. Listen as raptly as if you were hearing Artur Schnabel playing the Emperor Concerto. And though your guests, dear hostess, were the original Nine, you will be among your peers.



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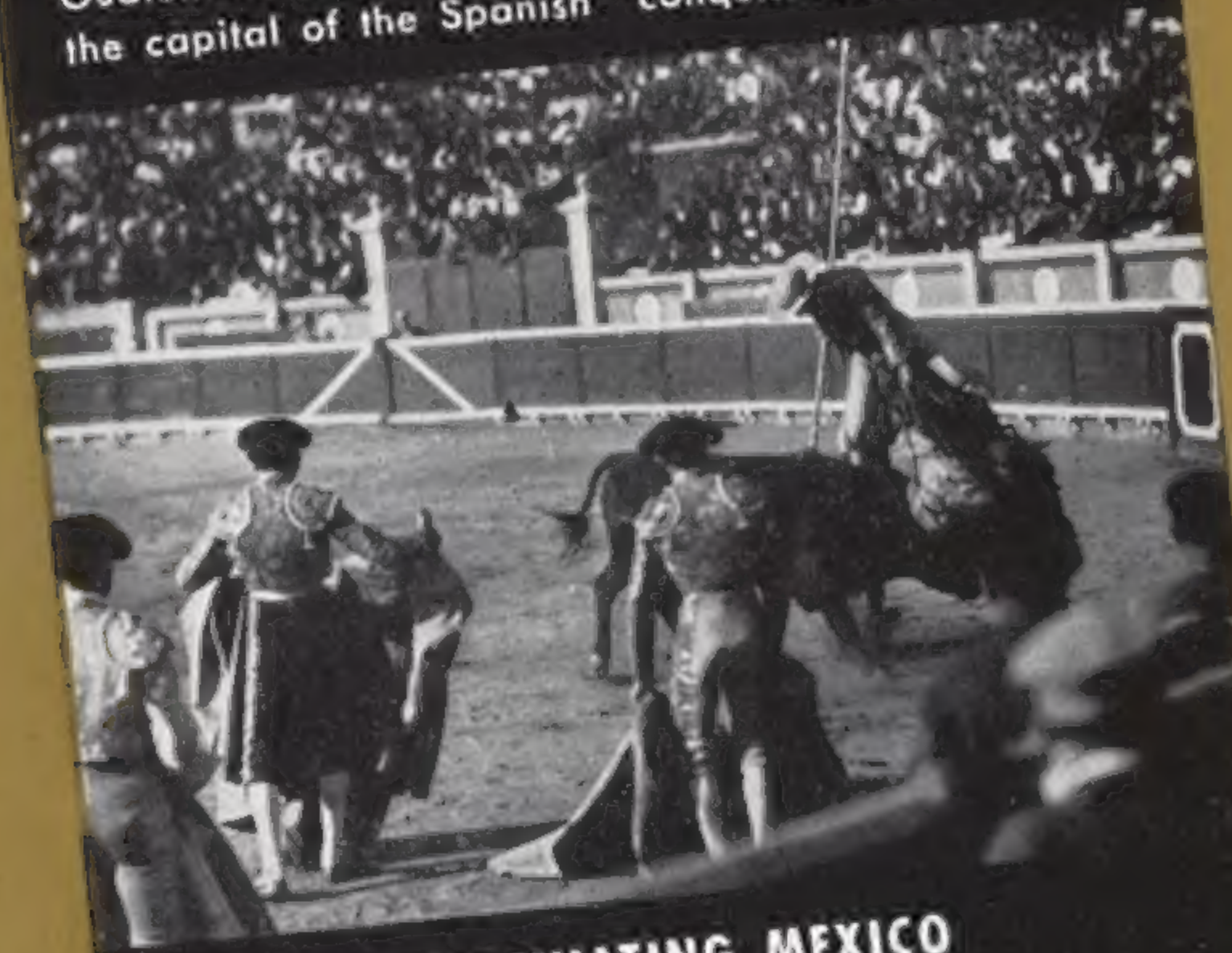
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